

# BTEC BUSINESS STUDIES

## WHY STUDY THIS COURSE?

We are delighted to continue to offer a BTEC Business qualification this year. BTECs embody a fundamentally learner-centred approach to the curriculum, with a flexible, unit-based structure and knowledge applied in project-based assessments.

## COURSE DETAILS

**Qualification:** BTEC National Extended Certificate in Business (equivalent to 1 A' level)

**Awarding Body:** Pearson

**Entry Requirements:** 5 GCSE grades 4-9 including both English Language and Maths, and Business Studies grade 4 (if taken).

These assessments focus on the holistic development of the practical, interpersonal and thinking skills required to be able to succeed in employment and higher education.

## COURSE STRUCTURE & ASSESSMENT

The National Extended Certificate in Business equivalent in size to one A' level. 4 units of which 3 are mandatory and 2 are external.

The styles of external assessment used for qualifications in the BTEC Business are: Examinations – all learners take the same assessment at the same time, with a written outcome.

Set tasks – learners take the assessment during a defined window and demonstrate understanding through completion of a vocational task.

**Exploring Business** - Learners study the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive. A business is any activity that provides goods or services, whether that is to make a profit or not. By developing relevant business knowledge and understanding, this unit will help you to progress to employment, vocational training and higher apprenticeships, or higher education.

**Developing a Marketing Campaign** - Learners will complete activities which consolidate knowledge, understanding and skills to enable them to interpret information and data to formulate a rationale and a plan for a marketing campaign. They will need to draw on business concepts and the wider business environment to formulate responses to the activities in the externally-set task. Learners complete the task using knowledge and understanding from their studies of the sector and apply both transferable and specialist knowledge and skills.

**Personal and Business Finance** - Learners study the purpose and importance of personal and business finance. They will develop the skills and knowledge needed to understand, analyse and prepare financial information. This unit includes aspects of both personal and business finance. Personal finance involves the understanding of why money is important and how managing your money can help prevent future financial difficulties. It is vital you understand the financial decisions you will need to take throughout your life and how risk can affect you and your choices. This unit will also give you an insight into where you can get financial advice and support.

**Customer Service** - You will study how excellent customer service contributes to business success, and develop your customer service skills. In this unit you will learn that attracting new customers costs a business more than keeping customers, so it is important to keep customers happy. When working in a customer service role you need to understand the procedures to follow when dealing with customer requests and complaints. This unit will help you develop communication and interpersonal skills when dealing with customers, and to understand the importance of having good relationships with customers through identifying and confirming the customer's needs. You will examine how businesses monitor and evaluate their level of customer service provision through obtaining feedback and see how this helps inform improvements to the level of service provided.

The unit will enable you to evaluate your own customer service skills and to create a development plan for improvement. The unit also supports further training, study or employment in a business environment.