



# Business

## BTEC Level 3 National Extended Certificate

Equivalent to **1 A Level**, this course offers a fascinating insight into the commercial world. You will learn about the structure of business organisations and the processes involved in planning, setting up and running a business venture such as human resources, finance, marketing, basic economics, ethics and the importance of innovation and creativity.

### Course Overview

Unit 1: Exploring Business

Unit 2: Developing a Marketing Campaign

Unit 3: Personal and Business Finance

### Additional units

One optional unit to be selected from a range including:

- Business Accounting
- Management
- Marketing and Market Research
- Training and Development
- Law
- Administration
- Retail
- Team Building

### How will I learn?

Learning will take place through a combination of lectures, videos, outside speakers, student-led research, group work and student presentations.

Relevant work experience is also encouraged.

### Where can I go after the course?

Careers: Finance; Retail; Business Management; Accountancy; Marketing; Human Resources; Law.

Further Education: A Merit grade or above from the course could take you on to a business related degree course in higher education. A Pass grade will provide entry to a foundation degree course or a management trainee job.

### Entry Requirements

Standard 6th Form entry requirements.

It is preferred that students have a minimum of a GCSE grade 5 or BTEC Merit at Level 2 in this or a related subject.

### Assessment

This qualification is assessed through a combination of internally assessed assignments and externally assessed examinations.

The assessment approach of the BTEC qualifications in Business allows learners to receive feedback on their progress throughout the course.