



BTEC Level 3 National Extended Certificate

BUSINESS STUDIES



What is the BTEC National Extended Certificate?

Young people taking their first steps towards a new career need the right blend of technical and academic skills in order to become the highly skilled, work-ready individual's employers and universities look for. This course offers an introduction to a vocational sector through applied learning with its basis of study of the business sector, including marketing, finance, promotion, innovation and the importance of stakeholders.

This course is equivalent to one A Level.

Subject Information Sheet



Course Content and Assessment:

4 units of which 3 are mandatory

Mandatory Units (83%)

External Units (58%)

- Unit 1 - Exploring Business
- Unit 2 - Developing a Marketing Campaign (External)
- Unit 3 - Personal and Business Finance (External)

Additional Unit

- Unit 8 - Recruitment and Selection Process

Course Overview:

Unit 1: Exploring Business.

You will gain an overview of the key ingredients for business success, how businesses are organised, how they communicate, the characteristics of the environment in which they operate, and how this shapes them.

This unit is internally assessed but externally moderated.

Unit 2: Developing a Marketing Campaign

A task is set by the exam board and completed under supervised conditions and is out of 70 marks. Students will receive a context two weeks before a supervised assessment period in order to carry out research.

Unit 3: Personal and Business Finance

This consists of 2 exams set by the exam board. Both are 2 hour written exams, one is out of 100 marks with the other out of 80 marks.

Unit 8: Recruitment and Selection Process

Students will explore how the recruitment process is carried out in a business. It will provide students with the opportunity to participate in selection interviews and review their performance.

There is a maximum of two summative assignments for this unit.

Learning Methods:

Learning will be based broadly on discussion, independent research and written coursework. You will complete a variety of flipped learning tasks, group work, research and information gathering to support with coursework deadlines.

Keeping up to date with relevant news will form a key part to this qualification.

Career Opportunities:

Opportunities to progress to University or apprenticeships in all areas of Business, Public Relations, Marketing, Recruitment and Finance. The list is endless.

The BTEC Nationals attract UCAS points.

Entry Requirements:

- Grade 4 or above in English
- Grade 4 or above in Maths.
- Ideally a L2 Pass or above in Business Studies.

It would also be beneficial to have studied L2 Business previously but again if this is not the case, applications will be still be considered.

Staff Contacts

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