

BTEC BUSINESS



Achieving Excellence Together

Pearson BTEC Level 3 Certificate in Business

Entry Requirements: Grade 4 in English or Business at GCSE Level or Level 2 BTEC Business—Pass.

Course Description

The new BTEC National in Business is an introduction to business through applied learning which uses a combination of assessment styles to help students apply their business knowledge to a variety of business scenarios. It is broadly equivalent to an A level and will allow students to develop the business and study skills which will help them continue to study at University and use in their future career.

Method(s) of Assessment

During the first year students will complete a coursework based unit where they will explore different types of businesses and find out how they are structured. They will learn about the environment within which a business operates and the influence of different stakeholders. They will also gain an understanding of supply and demand and innovation and enterprise.

Method(s) of Assessment Continued ...

The second unit requires students to develop a marketing campaign. It is externally assessed through a controlled assessment and is based on a pre-seen case study which is provided to the learners 2 weeks before the assessment period in order for them to carry out research. In the second year students study a unit on personal and business finance which is externally tested. The final coursework unit is on recruitment and selection and is internally assessed by the teacher.

Progression

This course is for students who wish to progress to university to follow a career path within a management or business profession. It may also suit students who wish to start an apprenticeship within a business or maybe even start their own business.



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