

Subject: **Business Studies**

Qualification Details

BTEC National Extended Certificate in Business

Teacher Responsible

Mr A Attra

Entry requirements

Grade 5 or better in English and Maths. There is no requirement to have studied GCSE Business Studies, although this would be an advantage.

About the Course

The Extended Certificate is for learners who are interested in learning about the business sector alongside other fields of study, with a view to progressing to a wide range of higher education courses, not necessarily in business-related subjects. It is designed to be taken as part of a programme of study that includes other appropriate BTEC Nationals or A Levels.

Details of Study

Unit 1 Exploring Business: students will learn about what makes business successful, including ownership and liability, sectors of business, size and scope, stakeholders, communication methods, structure and organisation, business environments, business markets and the role of enterprise.

Unit 2 Developing a Marketing Campaign: students will learn about the principles and purpose of marketing, how businesses use information to develop a rationale for a marketing campaign and plan and develop a marketing campaign.

Unit 3 Personal and Business Finance: students will learn about the importance of managing personal finance, exploring the personal finance sector, understanding the purpose of accounting, evaluate different sources of finance, breakeven and cash flow and complete statements of comprehensive income and financial position, evaluating performance.

Unit 8 Recruitment & Selection Process: students will learn about how effective recruitment and selection contributes to business success, how to undertake a recruitment activity and reflect on the application process.

How is the course assessed?

There are 3 different forms of assessment for this course/qualification. They are as follows: **Unit 1: Exploring Business** will be assessed internally through three assignments that students will need to complete under supervision. Students will have one chance to resubmit marked work. Assessment for **Unit 2: Developing a Marketing Campaign**, takes on the form of an externally marked controlled assessment, which is administered in house under exam conditions. The Exam for **Unit 3: Personal and Business Finance** takes on the form of a 2hr exam paper, which is also externally marked. **Unit 8: Recruitment & Selection Process**, will be assessed internally through three assignments that students will need to complete under supervision. Students will have one chance to resubmit marked work.

Future Pathways

The qualification carries UCAS points and is recognised by higher education providers as contributing to meeting admission requirements for many courses if taken alongside other qualifications as part of a two year programme of learning. It will support entry to many higher education courses, depending on the other qualifications learners have taken. Learners should always check the entry requirements for degree programmes at specific higher education providers. The qualification can also support progression to employment directly, or via an Apprenticeship.