

BTEC Level 3 National Extended Certificate in Business (601/7159/5)

Course content & specification code (601/7159/5)

This course is equivalent in size to one A Level, with 4 units. 3 units are mandatory & 2 are external.

Year 12

- **Unit 1: Exploring Business** (coursework project). You will consider the purposes of different businesses, their structure, the effect of the external environment, & how they need to be dynamic & innovative to survive.
- **Unit 2: Developing a Marketing Campaign** (external exam). You will understand how a marketing campaign is developed, exploring different stages of the process that a business goes through.

Year 13

- **Unit 3: Personal & Business Finance** (external exam). You will consider the purpose and importance of personal & business finance.
- **Unit 8 Recruitment & Selection Process** (coursework project) or **Unit 14 Investigating Customer Service** (coursework project). You will either explore how the recruitment process is carried out in a business (Unit 8) or you will consider how excellent customer service contributes to business success (Unit 14).

Method of assessment

- Unit 1: Exploring Business (Internal)
- Unit 2: Developing a Marketing Campaign (External)
- Unit 3: Personal & Business Finance (External)
- Unit 8: Recruitment & Selection Process (Internal) **or**
- Unit 14 Investigating Customer Service (Internal)

Each unit is individually graded as pass, merit, distinction, or distinction \*. The points total at the end of your course determine your overall grade.

Business & Management skills you will develop:

- Hands on experience of real-world scenarios
- Organising your time to meet deadlines
- Communication & IT
- Working as part of a team
- Independent research
- Problem solving, creative thinking & decision-making

Useful websites/Further information

Subject Leader email address:

Mr. P. Benson [pb@theroyal.school](mailto:pb@theroyal.school)

Quotes from <https://www.ichoosebtec.com>

- ✓ '95% of UK colleges accepted students with a BTEC qualification, including top Russell Group universities'
- ✓ 'BTECs can boost your lifetime earnings by £92 000'
- ✓ '1 in 4 students who are accepted into University have a BTEC'

Future careers

- Highly valued by employers, this BTEC qualification can lead to exciting opportunities in business finance, human resources, management & marketing.
- The course meets entry requirements for a wide range of University degrees, HNDs & professional higher education courses.
- You can progress within employment via professional qualifications:
  - ✓ Chartered Institute of Marketing
  - ✓ Management Accountants
  - ✓ Personnel Development

Departmental information e.g. skills of teachers, past results, resources available, extra-curricular opportunities such as trips etc.

The Extended Certificate is a practical, work related two year course. You learn by completing projects & assignments that are based on realistic workplace situations & activities.

Business is one of the most interesting, relevant and varied subjects available. Recently planned educational trips include Cadbury World, Jaguar Land Rover, JCB, the London Financial Sector and Disneyland Paris.

Useful website: <https://www.ichoosebtec.com>