

## POST 16 SUBJECT OVERVIEW

**Name of Subject** - BTEC Extended Certificate Business

**Which Examination Specification is Studied for this Course?** Pearson BTEC Level 3 Extended Certificate in Business

**Why should I study this course?** - Have you ever thought that you might own your own business one day? Have you ever thought that you might want to manage people in the future? Are you an idea's person? Studying BTEC Business, students will gain a genuine grasp of many areas of business. By completing the full BTEC course, each student will have completed 4 units of work. This means students will have a foundation into the world of business, marketing, finance and customer service. The course is ideal for anyone thinking of setting up their own business, for those who aspire to be the managers of the future and for those who would like to use their organisation, communication and time-management skills further. BTEC Business has been designed to provide a broad educational basis for further training, further education, or for moving on to employment within the business sector. This course is equivalent to an A – Level.

**Who is suitable to study this course?** - Students should have a real passion for business. It would be expected that students will take an interest in television programmes such as Dragons Den and The Apprentice. In addition, students should enjoy using ICT and be independent workers with a hard-working ethos.

**What GCSE Qualifications Support the Study of this Course?** Enterprise & Marketing at GCSE, although it isn't a requirement that you should have studied this.

**What are the Qualification Requirements for this Course?** Students will be required to have achieved a grade 6 or above in maths, due to the financial nature of the course.

**How is the Course Delivered?** - The course is normally delivered, over 5 hours each week, by the Head of Business and Computer Science. On top of the 5 taught hours, we will be expecting our students to complete 2 to 3 hours of independent work each week. We also require students to have a good knowledge of the business world so it is encouraged that they access different news outlets including TV and newspapers/websites.

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Subject Overview		
Half Term	Year 12	Year 13
<b>Autumn 1</b>	Unit 2 Developing a Marketing Campaign (Exam)	Unit 3 Personal & Business Finance (Exam)
<b>Autumn 2</b>	Unit 2 Developing a Marketing Campaign (Exam)	Unit 3 Personal & Business Finance (Exam)
<b>Spring 1</b>	Unit 1 Exploring Business (Coursework)	Unit 14 Investigating Customer Service (Coursework)
<b>Spring 2</b>	Unit 1 Exploring Business (Coursework)	Unit 14 Investigating Customer Service (Coursework)
<b>Summer 1</b>	Unit 1 Exploring Business (Coursework)	Unit 14 Investigating Customer Service (Coursework) <b>End of Course</b>
<b>Summer 2</b>	Entrepreneurial activity	

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### How is the Course Assessed?

#### YEAR 12

##### Unit 1 (Assignment) Exploring Business

In this introductory unit, you will study the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive.

##### Unit 2 (Exam)

##### Developing a Marketing Campaign

You will gain skills relating to, and an understanding of, how a marketing campaign is developed.

#### YEAR 13

##### Unit 3(Exam)

##### Personal and Business Finance

You will study the purpose and importance of personal and business finance. You will develop the skills and knowledge needed to understand, analyse and prepare financial information.

##### Unit 14 (Assignment)

##### Investigating Customer Service

You will study how excellent customer service contributes to business success. The unit gives you the opportunity to develop your customer service skills

## POST 16 SUBJECT OVERVIEW

**What is our Recommended Subject Reading list to Support your Study?** - Book list can also include articles, websites, podcast, wider reading, links to a school intranet of resources etc

News websites for Business

1. The Guardian: <https://www.theguardian.com/uk/business>

2. The Independent: <https://www.independent.co.uk>

3. The FT: <https://www.ft.com>

4. Reuters: <https://www.reuters.com/>

5. BBC: [www.bbcnews.co.uk](http://www.bbcnews.co.uk)

6. Sky News [www.skynews.com](http://www.skynews.com)

The REQUIRED TEXTBOOKS for the course are:

Pearson Btec National Business Student Book 1: ISBN: 978-1-29212624-1

Pearson Btec National Business Student Book 2: ISBN: 978-1-292-12625-8

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To supplement your reading these books will be of interest! The bold ones are easier reads!

**Building Strong Brands Aaker, David 978-1849830409**

The Idea in You: How to Find It, Build It, and Change Your Life Amor, Martin 978-0241971390

**Screw It, Let's Do It: Lessons In Life Branson, Richard 978-0753510995**

The 7 Habits of Highly Effective People Covey, Stephen 978-0684858395

The Lean Book of Lean - a Concise Guide to Lean Management for Life and Business Earley, John 978-1119096191

Tools of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers Ferriss, Timothy 978-1785041273

Think and Grow Rich Hill, Napoleon 978-1934451359

**Legacy: New Zealand All Blacks Kerr, James 978-1472103536**

Chaos Monkeys: Inside the Silicon Valley Money Machine Martinez, Antonio Garcia 978-1785034558

**The Everything Store: Jeff Bezos and the Age of Amazon Stone, Brad 978-0552167833**