

POST 16 SUBJECT OVERVIEW

Name of Subject - BTEC National Extended Certificate in Business

Which Examination Specification is Studied for this Course? Pearson BTEC National Extended Certificate in Business

Why should I study this course? - BTEC National Business is a course that has been offered successfully at Outwood Academy Hemsworth for many years. Historically, the programme has been extremely successful, with 100% pass rate, and some of the very best results across our Post 16 provision. Studying BTEC National Business can help students to pursue a career in business or finance or into Higher Education to study for a degree in subjects such as Business Management, Marketing, Human Resources, or Finance and Accounting. Throughout the programme we engage in a variety of extracurricular activities involving visits to local businesses, guest speakers visiting the academy, and an educational visit to New York.

Who is suitable to study this course? - Anybody who got Grade 4 in English Language and Maths would be suitable for this course. This is no expectation that you will have studied Business or Enterprise in Key Stage 4. To be successful any student on this course must be able to be organised and capable of working independently.

What GCSE Qualifications Support the Study of this Course? English and Maths

What are the Qualification Requirements for this Course? Anybody who got Grade 4 in English Language and Maths would be suitable for this course.

How is the Course Delivered? - This course is delivered by Dr Johnson, over 5 hours a week. For each unit of work students will be expected to complete one hour of independent work. We use Google Classroom for all our lessons.

Subject Overview		
Half Term	Year 12	Year 13
Autumn 1	Exploring Business (Unit 1) & Developing a Marketing Campaign (Unit 2)	Personal and Personal Finance (Unit 3)
Autumn 2	Exploring Business (Unit 1) & Developing a Marketing Campaign (Unit 2)	Personal and Personal Finance (Unit 3)
Spring 1	Exploring Business (Unit 1) & Developing a Marketing Campaign (Unit 2)	Personal and Personal Finance (Unit 3)

Spring 2	Exploring Business (Unit 1) & Developing a Marketing Campaign (Unit 2)	Recruitment and Selection Process (Unit 8)
Summer 1	Exploring Business (Unit 1)	Recruitment and Selection Process (Unit 8)
Summer 2	Exploring Business (Unit 1)	Recruitment and Selection Process (Unit 8)

How is the Course Assessed?

Unit 1 - Exploring Business (Coursework):

- A. Explore the features of different businesses and analyse what makes them successful
- B. Investigate how businesses are organised
- C. Examine the environment in which businesses operate
- D. Examine business markets
- E. Investigate the role and contribution of innovation and enterprise to business success

Unit 2 - Developing a Marketing Campaign (Controlled Assessment):

- A. Demonstrate knowledge and understanding of marketing principles, concepts, processes, key terms, data sources and definitions
- B. Analyse marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing campaigns
- C. Evaluate evidence to make informed judgements about how a marketing campaign should be planned, developed and adapted in light of changing circumstances
- D. Be able to develop a marketing campaign with appropriate justification, synthesising ideas and evidence from several sources to support arguments

Unit 3 - Business and Personal Finance (Exam):

- A. Demonstrate knowledge and understanding of business and personal finance principles, concepts, key terms, functions and theories.
- B. Apply knowledge and understanding of financial issues and accounting processes to real-life business and personal scenarios
- C. Analyse business and personal financial information and data, demonstrating the ability to interpret the potential impact and outcome in context
- D. Evaluate how financial information and data can be used, and interrelate, in order to justify conclusions related to business and personal finance

Unit 8 - Recruitment and Selection Process (Coursework):

- A. Examine how effective recruitment and selection contribute to business success
- B. Undertake a recruitment activity to demonstrate the processes leading to a successful job offer
- C. Reflect on the recruitment and selection process and your individual performance

What is our Recommended Subject Reading list to Support your Study?

- Complete A-Z Business Studies Handbook (Lines, Marcouse, and Martin) available for approximately £2.50 on Amazon

