

POST 16 SUBJECT OVERVIEW

Name of Subject BTEC Level 3 Extended Certificate in Business Studies

Which Examination Specification is Studied for this Course?

Pearson

Why should I study this course?

BTEC uses a combination of assessment styles to give students the confidence they need to apply their knowledge to succeed in the workplace – and have the study skills to continue learning on higher education courses and throughout their career. The range of vocational assessments – both practical and written – means students can showcase their learning and achievements to best effect when they take their next step, whether that is supporting applications to higher education courses or potential employers.

In the introductory unit, learners will study the purpose of different businesses, their structure, the effect of the external environment and how they need to be dynamic and innovative to survive. Marketing is a dynamic field central to the success of any business.

Learners will gain an understanding of how a marketing campaign is developed, exploring different stages of the process that a business goes through when developing its campaign and develop their own campaign for a given product/service.

Who is suitable to study this course?

This course will provide students with the opportunity to develop a range of skills and techniques, personal skills and attributes essential for successful performance in working life. These include organisation, time management and working independently.

This qualification can lead to studying Business related courses at University and careers in Business. Studying Business is especially favoured by employers as students are equipped with the necessary skills in Business and Enterprise.

What GCSE Qualifications Support the Study of this Course?

It is not necessary to have studied Business Studies at Level 2/GCSE to be accepted on to the Level 3 Business Studies course. English and Maths GCSE are key.

What are the Qualification Requirements for this Course?

To be accepted onto the Business Studies course you are required to have at least 5 GCSEs at level 4 and above; this needs to include English and Maths.

How is the Course Delivered?

BTEC Business can be studied alongside other BTECs or A Levels (it is equivalent to one A Level). You will have 5 hours of lessons per week. BTEC Business Level 3 is assessed through two external examinations and coursework. You will complete coursework through various methods including; information sheets, presentations, ICT presentations and essays.

Subject Overview		
Half Term	Year 12	Year 13
Autumn 1	Unit 2 Developing a marketing campaign	Unit 3 Personal and business finance
Autumn 2	Unit 2 Developing a marketing campaign	Unit 3 Personal and business finance
Spring 1	Controlled Assessment	External Exam
Spring 2	Unit 1 Exploring business	Unit 8 Recruitment & selection process
Summer 1	Unit 1 Exploring business	Unit 8 Recruitment & selection process
Summer 2	Unit 1 Exploring business	Unit 8 Recruitment & selection process

How is the Course Assessed?

How will I be assessed in year 1?

2 Mandatory units studied: 1 Internal (50%) & 1 External (50%)

Unit 1: Exploring Business (Portfolio)

Unit 2 : Developing a Marketing Campaign (Synoptic task set and assessed by Pearson- Pre-release issued 2 weeks before assessment, which is then to be completed in a 3 hour supervised period, in the Summer).

How will I be assessed in year 2?

2 Units; 1 Mandatory and 1 optional: 1 Internal (33.3%) & 1 External (66.6%)

Unit 3: Personal and Business Finance (Exam 2 hours)

Unit 8: Recruitment & Selection Process (Portfolio)

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

Books

BTEC Nationals Student Book (For BTEC Level 3 only) Author: Catherine Richards, Jenny Phillips, Julie Smith ISBN: 9781292126258

BTEC Level 3 Revision Guide: Author: Diane Sutherland, Jon Sutherland, Steve Jakubowski ISBN: 9781292230566

Who Moved My Cheese: An Amazing Way to Deal with Change in Your Work and in Your Life by Dr Spencer Johnson

The Business Book: Big Ideas Simply Explained Hardcover (Dk)

The Economics Book (Dk)

How Money Works: The Facts Visually Explained (Dk)

Websites

<https://www.tutor2u.net/business/blog/aqa-as-business-unit-1-recommended-reading-list>

A list all in one place!

<https://www.un.org/ecosoc/en/home>

ECOSOC brings people and issues together to promote collective action for a sustainable world.

<https://www.tutor2u.net/business>

One stop place for anything to do with business. A fantastic Blog and a weekly business quiz.

<https://www.bankofengland.co.uk/>

Promoting the good of the people of the UK by maintaining monetary and financial stability.

<https://www.bbc.co.uk/programmes/p02nrwfk/episodes/downloads>

Insights into the business world - featuring content from BBC Radio 4's In Business programme, and also Global Business from the BBC World Service.

<https://www.ons.gov.uk/>

The UK's largest independent producer of official statistics and the recognised national statistical institute of the UK.

<https://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html>

Pearson BTEC Level 3 Extended Certificate in Business (for BTEC students)

Social Media - Instagram/FaceBook

@twoteachersbusiness - educational business posts, really information about real life business and videos on topics.

@businessweek and **@bloombergbusiness**- Bloomberg insta page.

@bbcnews

***Remember the blue tick means it is the official website.**