

Subject title [A-level/BTEC L3] and exam board

Business BTEC Extended Certificate



Subject Overview

Unit 1 – Introduction to Business

Unit 2- Developing a Marketing Campaign

Unit 3- Personal and Business Finance

Unit 4- Recruitment and Selection

Subject Information

Component /Unit/Exam paper	Title	Details
Unit 1	Introduction to Business	Internally Assessed <ul style="list-style-type: none">• Create a report to contrast 2 businesses of student choices
Unit 2	Developing a Marketing Campaign	Externally Assessed <ul style="list-style-type: none">• Justify a marketing campaign for a specific Business
Unit 3	Personal and Business Finance	Externally Assessed <ul style="list-style-type: none">• 50% maths skills• 50% English skills• Exam style unit
Unit 8	Recruitment and Selection	Internally Assessed <ul style="list-style-type: none">• Create a report to outline how the recruitment process leads to business success• Participate in the recruitment process through role play of an interviewer and interviewee

What opportunities this course could lead to:

Through Business Studies BTEC, you'll engage with the world of business through the context of current business developments and real business situations. You'll learn how management, leadership and decision-making can improve performance in marketing, operational, financial and human resources. You'll also explore the interrelated nature of business activities and how they affect businesses, be they large or small, UK or internationally focussed and in different sectors such as service or manufacturing.

For those wishing to seek employment after A-Levels, this course provides an excellent base from which to enter a wide variety of industries as any organisation would welcome students with a good understanding of how a business is run and managed. Our students in the past have gone on to study business at university in different specialisms such as Marketing, Finance, Business Management, International Business, PR, HR.

Course requirements:

Students need a grade 4 or equivalent in English and Maths in order to be successful on this course.