

BUSINESS

EDEXCEL

BTEC EXTENDED CERTIFICATE

Entry Requirements	Grade 4 in Maths & English
Head of Department or Course Contact	Mrs P Gill
Contact E-Mail Address	pgill@stedmunds.org

Brief introduction to subject:

BTEC National Business covers the same range of theory as A Level Business, the key difference being that this course is heavily assessed through the submission of coursework portfolios. A key difference in the new BTEC National from 2016 is that 2 units are externally assessed. This includes a Business Finance examination (Unit 3) and a pre-release activity (Unit 2 - Marketing Campaign) The focus of all units is on the practical activities of business organisations and students are encouraged to work independently to research their portfolios.

Progression to Career/ University Courses:

Most Business students' progress on to further study in a related discipline. Many previous BTEC Business students have gone on to read Business at university. Some students use this qualification to progress on to a law degree. Some universities such as Aston in Birmingham express a preference for students who have completed a BTEC course. Experts such as James Seymour, director of undergraduate admissions at Aston university, believe that students following a BTEC course develop better independent research skills which enable them to adapt to undergraduate study with greater ease than those learners who have followed an entirely exam based mode of study. The BTEC Business course is also widely accepted by colleges offering HND/C or foundation degree courses. Alternatively, it is possible to progress directly from a level three Business qualification directly onto a higher apprenticeship in a range of areas such as Accountancy, Customer Service, Marketing and Management.

Key Points:

The key points of this specification are that:

- Units (apart from Unit 2 & 3) are assignment based with frequent feedback from the tutor.
- Coursework assignments are assessed and moderated within school. Portfolio work is externally verified.
- Tasks within assignments are assessed at three levels of progression.

Certificate Award (equivalent to an AS LEVEL)

Unit 1	Unit 3
<p>Title: Exploring Business In this introductory unit, learners will:</p> <ul style="list-style-type: none"> • 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. • Explore the features of different businesses and analyse what makes them successful • Investigate how businesses are organised • Examine the environment in which businesses operate • Examine business markets • Investigate the role and contribution of innovation and enterprise to business success. 	<p>Title: Personal and Business Finance In this unit learners:</p> <ul style="list-style-type: none"> • Study the purpose and importance of personal and business finance. They will develop the skills and knowledge needed to understand, analyse and prepare financial information. • Demonstrate knowledge and understanding of business and personal finance principles, concepts, key terms, functions and theories. • Apply knowledge and understanding of financial issues and accounting processes to real life business and personal scenarios • Analyse business and personal financial information and data, demonstrating the ability to interpret the potential impact and outcome in context • Evaluate how financial information and data can be used, and interrelate, in order to justify conclusions related to business and personal finance
<p>Assessment: Pass, Merit and Distinction criteria. Maximum Marks available: Distinction. Information regarding Assessment: Tutor marked Internal verification within school. Grades are subject to awarding body validation.</p>	<p>Assessment: Pass, Merit and Distinction criteria. Maximum Marks available: Distinction. Information regarding Assessment: Externally assessed 2hr written paper</p>

Subsidiary Diploma (equivalent to an A LEVEL)

Unit 2	Optional Unit
<p>Title: Developing a Marketing Campaign In this unit learners will need to:</p> <ul style="list-style-type: none"> • Gain skills relating to and an understanding of how a marketing campaign is developed. • Demonstrate knowledge and understanding of marketing principles, concepts, processes, key terms, data sources and definitions • Analyse marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing campaigns 	<ul style="list-style-type: none"> • These units will be selected from the 5 available BTEC modules in consultation with students. • This will allow students to better prepare for their preferred university course (e.g. by taking a business law module) or to pursue their own interests in specific areas of business activity. • Potential choices could include: <ul style="list-style-type: none"> ○ Recruitment and Selection ○ Investigating Customer Service ○ Market Research ○ The English Legal System ○ Work Experience in Business
<p>Assessment: Pass, Merit and Distinction criteria. Maximum Marks available: Distinction. Information regarding Assessment: Externally assessed pre-release task</p>	<p>Assessment: Pass, Merit and Distinction criteria. Maximum Marks available: Distinction. Information regarding Assessment: Tutor marked Internal verification within school. Grades are subject to awarding body validation.</p>