

Btec National in Business

Pearson Edexcel

Single Award BTEC National Extended Certificate in Business- This course needs to be combined with a double award vocational course, or with two A levels.

Business Studies provides students with a unique insight into the world of work. Through its study, students discover how businesses operate and learn about their key elements and essential business functions. As part of the course students will partake in at least 40 hours of work experience in a business environment.



The Extended Certificate is for learners who are interested in learning about the business sector alongside other fields of study, with a view to progressing to a wide range of higher education courses, not necessarily in business-related subjects. It is designed to be taken as one part of a 3 part programme of study that includes appropriate BTEC Nationals such as Sports Science or other A Levels subject to meeting the entry requirements.

The learning programme covers the following content areas:

- business environments
- finance
- marketing
- intrapersonal skills: communicating, working collaboratively, negotiating and influencing, self-presentation
- interpersonal skills: self-management, adaptability and resilience, self-monitoring and development.

If you enjoy using figures and statistics, looking at the bigger picture and the business world in a more analytical sense and evaluating the impact business theories can have on the business environment, then this course is for you. Students who enjoy problem solving and expressing their views through debating should consider this Business course as an option of study.

Course Content

Unit 1 – Exploring Business – Exploring Business – 25% of final grade

A piece of coursework which is internally assessed and then moderated by the exam board.

A business is any activity that provides goods or services, whether that is to make a profit or not. The common thread in business is that owners and employees are striving to satisfy customers. Nowadays, customers are more informed and have more options in terms of what they buy and who they buy from, so a successful business is one that successfully balances satisfying their customers and selling products or providing services.

In this unit you will gain an overview of the key ingredients for business success, how businesses are organised, how they communicate, the characteristics of the environment in which they operate, and how this shapes them and their activities. You will also look at the importance of innovation and enterprise to the success and survival of businesses, with the associated risks and benefits. By developing relevant business knowledge and understanding, this unit will help you to progress to employment, vocational training and higher apprenticeships, or higher education.

Unit 2 – Developing a Marketing Campaign – 25% of final grade

A controlled assessment on a pre-release case study, where a piece of coursework is written in exam conditions, with a time limit of 3 hours. This is marked by the exam board.

Marketing is a dynamic field central to the success of any business. You will gain an understanding of how a marketing campaign is developed. You will explore different stages of the process that a business goes through when developing its campaign and develop your own campaign for a given product/service.

You will examine the marketing aims and objectives for existing products/services and understand the importance of relevant, valid and appropriate research in relation to customers' needs and wants. You will use given market research data and other information to make recommendations about the type of marketing campaign that a business should undertake. In this unit you will draw on your learning from across your programme to complete the assessment task.

This unit will give you an insight into how important marketing is to business. It will enable you to make an informed choice as to whether you want to specialise in marketing in employment, training or higher education.

Unit 3 – Personal and Business Finance – 33%

A 2 hour exam which is marked by the exam board.

This unit includes aspects of both personal and business finance. Personal finance involves the understanding of why money is important and how managing your money can help prevent future financial difficulties. It is vital you understand the financial decisions you will need to take throughout your life and how risk can affect you and your choices. This unit will also give you an insight into where you can get financial advice and support.

The business finance aspects of the unit introduce you to accounting terminology, the purpose and importance of business accounts and the different sources of finance available to businesses.

Planning tools, such as cash flow forecasts and break-even, will be prepared and analysed.

Measuring the financial performance of a business will require you to prepare and analyse statements of comprehensive income and statements of financial position.

This unit will provide a foundation for a number of other finance and business units and will help you to analyse profitability, liquidity and business efficiency. It will give you the knowledge and understanding to manage your personal finances and will provide you with a background to business finance and accounting as you progress to employment or further training.

Unit 8 Recruitment & Selection process

Coursework is internally assessed,

This unit includes all aspects of the recruitment & selection of staff within a large business or enterprise. The tasks include

- Writing a report that examines the recruitment process in a large business.
- Taking part in recruitment & selection activities as an interviewer and an applicant.
- Producing all the documents that are needed for the recruitment & selection process.
- Writing reviews, including judgement about your own performance. Outlining what you did well and areas where you could have done better, along with an action plan.

What can a Business Studies BTEC lead to?

Students go on to university to study courses as diverse as accountancy, law, business, marketing, human resources, event planning, management as well as joint courses combining Business with, for example, a language. Students also use the Business course to lead into Apprenticeships and career opportunities in areas such as; retail, customer service, banking, sales, marketing, administration and becoming an entrepreneur. Business can be applied to any career choice as it studies the working world.

Summer work

Welcome all. I know the words “Summer & Work” shouldn’t go together in the same sentence but welcome to the real world.

I would like you to write a short report **on Post Brexit Britain & how it is affecting business**. I will leave it up to you to decide on how short is short.

However, the most important thing is that you have an understanding of what is going on in the business world. So I would rather you read the business news on the BBC [Business - BBC News](#) or the newspapers if you have access to them. BBC Sounds has a range of business podcasts, [BBC - Search results for Business Daily](#) is useful and they tend to be short.

Most importantly enjoy your summer and I am looking forward to meeting you all in September