

# BUSINESS

**QUALIFICATION:** BTEC LEVEL 3 NATIONAL EXTENDED  
CERTIFICATE

Businesses are all around us from the moment we are born. Today's business world continues to be exciting, dynamic, competitive and challenging and that's just for starters! Developing technologies have a significant impact on how businesses work and the issues of corporate social responsibility is increasingly at the forefront. Needless to say then, these businesses will need people who combine sound business knowledge and understanding with strong skills in literacy, numeracy, communication and team working, coupled with personal attributes like self-motivation, flexibility, positive attitudes to change, learning and a willingness to 'go the extra mile'. Businesses offer a huge range of exciting and challenging career opportunities for those who have an interest in working in or running their own business and doing it well! This course is equivalent to 1 A Level.

## ENTRY REQUIREMENTS:

Level 2 Pass in Business or Grade 4 in GCSE Maths

## HOW COURSE IS ASSESSED:

There are four units of which three are mandatory and one is optional. Two of the mandatory units are externally assessed, one as an exam and one controlled assessment. The final mandatory unit and the optional unit are internally assessed, coursework assignments.

## WHERE NEXT?

The qualification carries UCAS points and is recognised by higher education providers as contributing to meeting admission requirements for many courses. It will support entry to many higher education courses, depending on the other qualifications learners have taken. The qualification can also support progression to employment directly, or via an Apprenticeship.

## JOB OPPORTUNITIES:

The qualification may lead on to a career in the commercial world, for example in banking, sales, product management or general management. Business and management skills are also considered desirable skills to have in public sector organisations or charities.

## COURSE CONTENT:

### Mandatory units

There are three mandatory units that learners must complete, one internal and two external.

#### 1 Exploring Business (Mandatory)

In this introductory unit, learners 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.

#### 2 Developing a Marketing Campaign (Mandatory)

In this unit learners will gain skills relating to and an understanding of how a marketing campaign is developed.

#### 3 Personal and Business Finance (Mandatory)

Learners 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.

### Optional units

Learners must complete at least one optional unit.

8 - The Recruitment and Selection Process (Optional)

14 - Investigating Customer Service (Optional)

22 - Market Research (Optional)

23 - The English Legal System (Optional)

27 - Work Experience in Business (Optional)

For further information on all of the units, please visit Pearson Qualifications.