



# BTEC Course Information



**Qualification:** BTEC Level 3 Extended Diploma in Business  
**Exam Board:** Pearson  
**Subject Leader:** Mr P. Herbert

## Entry Requirements:

### Minimum Entry Requirements:

5 x 4s  
At least a 4 in English and Maths

### Subject Specific Entry Requirements:

Minimum of a 4 in Business if taken at GCSE  
A Pass at BTEC Business Level 2, if taken

## Why study BTEC Business?

The BTEC Level 3 Extended Diploma in Business is one of the few qualifications that will help you succeed in your future career no matter what you go on to do. The principles of business that you will learn here underpin every organisation from marketing to interpersonal and presentation skills. You'll have the opportunity to gain specific knowledge, understanding and skills that are relevant to your chosen subject or area of work.

## What can I do with BTEC Business after Sixth Form?

A BTEC Extended Diploma in Business will provide you with a broad-based business education which would be a suitable introduction for both higher education courses and entry into a specialised business career. The successful completion of 7 or 13 units is equivalent to 2 or 3 GCE A-levels, so this can lead on to university degree courses in business.

## BTEC Business Extras

The course will engage with local and national business organisations and experienced business people will attend the college to speak to and work with the students. There will also be opportunities to visit and investigate business organisations.

# What will I study?

## **Unit 1 - Exploring Business** (Assessment: 3 internal assignments)

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.

## **Unit 2 - Developing a Marketing Campaign** (Assessment: 3 hour practical controlled assessment)

Learners will gain skills relating to, and an understanding of, how a marketing campaign is developed.

## **Unit 3 - Personal and Business Finance** (Assessment: 2 hour written examination)

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.

## **Unit 4 - Managing an Event** (Assessment: 3 internal assignments)

Learners will work as part of a small group to plan, coordinate and manage a business or social enterprise event and evaluate the skills gained.

## **Unit 5 - International Business** (Assessment: 3 internal assignments)

Learners study how UK businesses develop strategies to trade globally. Learners will also consider the factors that influence the implementation of these strategies.

## **Unit 6 - Principles of Management** (Assessment: 3 hour controlled assessment)

This unit enables learners to understand how the role of management and leadership in the workplace contributes towards business success.

## **Unit 7 - Business Decision Making** (Assessment: 3 hour controlled assessment activity)

Learners study skills relating to business concepts, processes and data developed in earlier mandatory units to enable the formulation of business decisions and solutions.

## **Unit 8 - Recruitment and Selection Process** (Assessment: 2 internal assignments)

Learners explore how the recruitment process is carried out in a business. The unit gives learners the opportunity to participate in selection interviews and review their performance.

## **Unit 14 - Investigating Customer Service** (Assessment: 2 internal assignments)

Learners will study how excellent customer service contributes to business success. The unit gives learners the opportunity to develop their customer service skills.

## **Unit 19 - Pitching for a New Business** (Assessment: 2 internal assignments including a presentation task)

Learners study the practical skills and acquire the knowledge needed to undertake the necessary preparation and steps to set up and pitch for funding for a micro-business.

## **Unit 20- Investigating Corporate Social Responsibility** (Assessment: 2 internal assignments)

Investigating the relationship between business and society.

## **Unit 24 - Employment Law** (Assessment: 2 internal assignments)

Learners explore how a business meets legal obligations relating to employment rights. They will consider processes associated with solving employment disputes.