

# Business

## About the course

This Level 3 BTEC course is a practical, work-related course equivalent to one A Level, comprising 360 guided learning hours over two years. Students will investigate business concepts and theories and apply them to real businesses. Learning takes place by completing projects and assignments based on realistic workplace situations; assignments are completed individually and in groups, which allows students to work in teams and to develop their communication skills.

The course examines key areas including Marketing, Human Resources, Operations Management and Finance. A key focus of the course is for students to gain a sense of the real Business world. Students who choose this course will be given the opportunity to meet people from local businesses, visit local business organisations and take part in our annual Business Studies trip. Recent destinations for this trip have been Barcelona, Paris, London and New York.

### Course Structure

The course covers four units of work:

#### Year 12

**Unit 1: Exploring Business (90GLH)** - Assignment unit, set and assessed internally.

**Unit 2: Developing a Marketing Campaign (90 GLH)** -

Externally set and assessed task complete in college under controlled conditions.

#### Year 13

**Unit 3: Personal and Business Finance (120 GLH)** - External assessment set and assessed by the exam board.

One other unit (60GLH) internally set and assessed from the options below:

- **Unit 8: Recruitment and Selection**
- **Unit 14: Investigating Customer Services**
- **Unit 22: Market Research**
- **Unit 23: The English Legal System**
- **Unit 27: Work Experience in Business**



***I like Business  
because it's  
relevant and the  
lessons are really  
interesting  
Tom, Year 13***

## How it will be assessed

Unit 1 and the optional unit are internally set and assessed. Unit 2 is externally set and completed in college. Unit 3 is assessed by external examination in Year 13.

## What it prepares you for

The BTEC National Diploma in Business is a skills-based qualification that will provide you with the ability and confidence to enter the world of work or seek opportunities within Higher Education. Recognised by employers, it will provide you with a solid foundation to help you build the right career path.

