

# BTEC Level 3

## Extended Certificate in Business



# Why study Business?

- ▶ Whatever career you go into there will be an element of business
- ▶ We study a range of topics, including some key parts of businesses, such as marketing, finance, the business environment.
- ▶ This course is particularly good if you prefer a mix of coursework and exams.
- ▶ There are 2 coursework modules and 2 exam modules.
- ▶ Grades achievable and their A Level equivalent are:
- ▶ Distinction\* (A\*), Distinction (A), Merit (C) and Pass (E)

# Did you know?

- ▶ In 2015, over 25% of the students entering university in England did so with a BTEC qualification.
- ▶ 90% of BTEC students are employed full time after graduation - Progression Pathways, 2016.
- ▶ A Level 3 BTEC qualification can boost life time earnings by £92,000 - London Economics, 2013.

## Students comments:

I want to study  
business at Uni

The mix of  
coursework and  
exams works for  
me, as I don't  
perform as well in  
exams

I really like the coursework element,  
researching into different businesses

I have learnt a lot of  
new skills such as  
research skills

I have enjoyed the finance module  
the most and I am going to study  
accountancy at Uni now.

# Pathways - where could BTEC Business take you?

- ▶ University - you gain UCAS points if you want to study at University.
- ▶ BTEC Business is also well thought of if you could like to do an Apprenticeship as you would be working for a company and bringing valuable knowledge and transferrable skills.
- ▶ Of course, if you are thinking of going straight into the world of work - BTEC Business is also helpful as it gives you a good grounding in many different areas of business.

# Careers

- ▶ Any form of management - Human Resources, Marketing, Finance, Operations etc.
- ▶ Accountancy - we study quite a lot regarding financial performance and methods of measuring and improving financial performance (some of the calculations that accountants use).
- ▶ Banking
- ▶ Advertising
- ▶ Practically, any career you go into there will be some element of business, as you would be working in a company, hence career wise, it gives you very broad options.

# What will I study?

## BTEC Certificate in Business (Year 12)

- ▶ Unit 1- Exploring Business - here you will investigate two different companies, looking at a range of factors, such as ownerships, organisational structures, the external environment, innovation etc. Students produce a portfolio of work.
- ▶ Unit 2 - Developing a marketing campaign - this is an exam based exam, where you are given an pre-release case study to research a particular industry. The exam is a set task where you will produce a written piece of work under timed exam conditions based on creating a marketing campaign for a business.

## BTEC Extended Certificate (Year 13)

- ▶ Unit 3 - Personal & Business Finance - this is a written exam and covers a range of financial matters, the exam has a mix of calculations, short answer questions and essay questions.
- ▶ Optional unit - Currently Unit 14 which looks at a range of customer service issues. This is coursework based.
- ▶ Each unit gains credits, which are calculated to give an overall mark. Unit 1 & 2 are both worth 90 credits each, Unit 3 120 credits and Unit 14, 60 credits.

# Entry criteria

- ▶ 5 GCSE's grade 4 or above. If you have studied Business before we would expect you have gained a Merit or grade 6.

# Past performance

2020

- ▶ 100% pass rate
- ▶ 100% Distinction\*

2019

- ▶ 25% Distinction
- ▶ 75% Merit

# In summary:

- ▶ BTEC Business offers a mix of coursework and exam based.
- ▶ Your research will be looking at real businesses - this develops great skills which are both useful for university, but also liked by employers.
- ▶ It doesn't matter if you haven't studied business before - we always have students each year that have not taken it prior - everything is taught so that all can achieve.