

The **Extended Certificate in Business** is a vocational qualification equivalent to one A-Level. It provides learners with foundational business knowledge, practical skills, and insights into the business world. The course is designed to prepare students for further education, apprenticeships, or entry-level employment in business-related fields.

Key Features

1. **Qualification Level:** Equivalent to one A-Level.
2. **Assessment:**
 - A combination of internal coursework and external assessments (e.g., written exams or set tasks).
 - Focuses on applying knowledge to real-world business scenarios.

Mandatory Units:

1. **Exploring Business** (internally assessed):
 - An introduction to different types of businesses, their objectives, and how they operate.
 - Focus on the external environment, such as economic, political, and legal factors.
2. **Developing a Marketing Campaign** (externally assessed):
 - Core principles of marketing and market research.
 - Students develop and present a marketing campaign in response to a given brief.
3. **Personal and Business Finance** (externally assessed):
 - Understanding personal finance (e.g., managing money, saving, and borrowing).
 - Business finance concepts such as profit/loss, financial planning, and interpreting financial statements.

Optional Unit (internally assessed, chosen based on institution):

- Examples include:
 - Recruitment and Selection Process: Practical insight into hiring and employment.
 - Investigating Customer Service: Examining customer service techniques and their importance.
 - The Principles of Management: Exploring management styles and leadership skills.

Skills Developed

- Analytical and problem-solving skills.
- Financial literacy and business numeracy.
- Teamwork, leadership, and communication skills.
- Understanding of marketing, finance, and operational decision-making.
- Application of theoretical knowledge to real-life business contexts.

Career Pathways

This qualification provides a foundation for:

1. **Higher Education:** Degrees in business, marketing, management, finance, or related areas.
2. **Apprenticeships:** Opportunities in areas such as business administration, accounting, or digital marketing.
3. **Employment:** Entry-level roles in marketing, administration, sales, or finance.

Who Is It For?

- Students interested in exploring the world of business and entrepreneurship.
- Those seeking a practical learning experience focused on applied knowledge and skills.
- Learners who wish to balance business studies with other qualifications.