

# Business

## BTEC National Level 3 Extended Certificate



### Entry Requirements

Grade 4 in GCSE English Language **or** GCSE English Literature **and**

Grade 4 in GCSE Mathematics **or**

Merit in BTEC First Award in Business (or equivalent) **or**

### Course Overview

Business helps students gain an overview of the key ingredients for business success. You will look further into selected areas such as Personal and Business finance, how marketing campaigns develop and the recruitment process to help student gain employment.

Who is this qualification for? Students who may wish to go on to take a Degree in Business. It is post-16 learners who want to continue their education through applied learning and who aim to progress to higher education and ultimately to employment in the business sector. The qualification is equivalent in size to half an A Level and aims to provide a basic introduction of the business sector.

What does this qualification cover? Learners taking this qualification will 4 units, which make up 100% of the learning programme covering the following content areas: \* Business Environments \* Marketing and Budgeting (Developing a Marketing Campaign). \* Personal and Business Finance \* Recruitment and Selection Process

### Exam Information

Duration: 2 years

Exam Board: Pearson

Contact: Mr P Curry

Unit 2: Developing a Marketing Campaign

### Qualification Gained

Pearson BTEC Level 3 National Extended Certificate in Business

### Career Opportunities

**Management** : Consulting , Entrepreneurship, General Management, Human Resources, Non-Profit, Operations Management. Strategic Planning

**Marketing**: Advertising and Public Relations, Market Research, Product Management, Retail

### Subject Links

ICT, History, Law, Leisure and recreation, Psychology, Sociology, Travel and Tourism

“I want to study Business at University.”

Sixth Form student

“I chose business for GCSE so I wanted to carry it on for A Level.”

Sixth Form student