

# BTEC Level 3 National Diploma/Extended Diploma BUSINESS



## WHAT IS A BUSINESS?

- Businesses surround us every day. They employ us and supply us with goods and services. Without businesses, the world would not survive as it currently does.

## SOME TRIVIA ABOUT BUSINESS

- The UK is the 6th largest economy in the world, consisting of micro, small, medium and large businesses and organisations operating across the private, public and third sectors and employing 32.5 million people.
- Tesco is the largest private employer in the UK, employing over 300,000 people.
- The NHS is one of the largest employers in the world!

## AIMS OF THE COURSE

- This course aims to give a broad background into what businesses are and what they do
- Skills developed in this course include numerical skills, use of data, presentation, essay and report writing.

## WHY STUDY THIS COURSE?

- The course is designed to appeal to students interested in a career in business or a business-related subject e.g. marketing, human resources, accounting, business communication or economics. This course is a vocational pathway to achieving an A Level equivalent qualification.
- This course is offered as a National Diploma (2 A Level equivalent) or an Extended Diploma (3 A Level equivalent)
- This course provides a variety of pathways into Higher Education at University or into employment

## ASSESSMENT

- This course is assessed through examination (E), controlled assessment (CA) or coursework for each unit.
- Coursework can be in the form of reports, essays, presentations or other formats (C).



Coursework is delivered through assignments which are set and marked by your teacher(s).

- **COURSE OUTLINE**

**National Diploma (2 A Level equivalent)**

**This is made up of 8 units over 2 years**

In Year 12 you will study:

- Exploring Business (C)
- Developing a Marketing Campaign (CA)
- Personal & Business Finance (E)
- Managing an Event (C)

In Year 13 you will study:

- International Business (C)
- Principles of Management (E)

PLUS two other optional units which could be:

- Recruitment & Selection Processes (C)
- Pitching for a new Business (C)

**Extended Diploma (3 A Level equivalent)**

**This is made up of 13 units over 2 years**

In Year 12 you will study:

- Exploring Business (C)
- Developing a Marketing Campaign (CA)
- Personal & Business Finance (E)
- Managing an Event (C)

PLUS two other optional units which could be:

- Investigating Corporate Social Responsibility (C)
- Creative Promotion (C)

In Year 13 you will study:

- International Business (C)
- Principles of Management (C)
- Business Decision Making (E)

PLUS two other optional units which could be:

- Recruitment & Selection Processes (C)
- Pitching for a new Business (C)
- Market Research (C)
- Investigating Retail Business (C)