



## **BTEC National Business Studies (Extended certificate Level 3)**

### **What will the course involve?**

Students will be given the opportunity to study the following mandatory business topics:

- Exploring a Business – this involves studying the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive.
- Developing a Marketing Campaign - you will gain an understanding of how a marketing campaign is developed. You will explore different stages of the process that a business goes through when developing its campaign and develop your own campaign for a given product/service.
- Personal and Business Finance – you will study the purpose and importance of personal and business finance. You will also develop the skills and knowledge needed to understand, analyse and prepare financial information

In addition to the above students will also have the opportunity to study an optional unit consisting of

- The Recruitment and Selection Process - focuses on how successful recruitment is key to maintaining the success of a business, as people are often considered to be the most valued resource.

### **How will I be assessed?**

Assessment will consist of external exam assessment, internal portfolio work and set tasks which are completed under supervised conditions and marked by the exam board.

### **What skills will I develop?**

Students will have the opportunity to develop and gain skills which include:

- cognitive and problem-solving skills: use critical thinking, approach non-routine problems applying expert and creative solutions, use systems and technology
- interpersonal skills: communicating, working collaboratively, negotiating and influencing
- intrapersonal skills: self-management, adaptability and resilience, self-monitoring and development, self-presentation

### **Where can the study of Business Studies lead?**

The Extended Certificate is for learners who are interested in learning about the business sector alongside other fields of study, with a view to progressing to a wide range of higher education courses or into employment.

The qualification is equivalent in size to one A Level and aims to provide a coherent introduction to study of the business sector.

### **Where can I get more information?**

For further information about studying Business Studies at Archbishop Blanch Sixth Form contact: Mr. Cornmell on 0151 330 5151