

Business

Exam Board: Edexcel/Pearson
Specification: BTEC Business Level 3 (QCF)

Entry Criteria: All students must have achieved a minimum of a GCSE Grade 4 in English Language or English Literature and GCSE Grade 4 in Mathematics.

What will I study:
 Studying Business as a BTEC provides students to develop their work with a vocational focus which means meeting and finding out about professional practice of business people providing, for example, outcomes for clients using live briefs.

Diploma
Mandatory Units:
 1 Exploring Business
 2 Developing a Marketing Campaign - Externally Assessed
 3 Personal and Business Finance - Written Exam
 4 Managing an Event
 5 International Business
 6 Principles of Management - Externally Assessed
 7 Business Decision Making - Synoptic On Screen Test

Extended Diploma (all units above plus)
Units:
 14 Investigating Customer Service
 15 Investigating Retail Business
 16 Visual Merchandising
 17 Digital Marketing
 18 Creative Promotion
 27 Work Experience in Business

Final Qualification: Diploma / Extended Diploma

Progression Pathways:
 BTEC offers a specialist vocation qualification valued by industry and Higher Education providers alike. During the course students are supported in investigating and preparing applications for Colleges and Universities.

Course Leader: Mr Serrano
Specification Link: <http://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.coursematerials.html#filterQuery=Pearson-UK:Category%2FSpecification-and-sample-assessments>