

BTEC Business (Extended Certificate)



Introduction

The course is available as an A level, with 2 units each year (1 coursework and 1 examination).

Who is the course for?

The course is suitable for students who want to enter the world of Business or those who are looking for a general qualification and not certain about future career paths. This also makes an ideal subject as the coursework based syllabus provides a change from more traditional exam assessed subjects.

Course Content

Unit 1 - Exploring Business (Coursework)

In this introductory unit, you will study the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive.

Unit 2- Developing a Marketing Campaign (External Assessment)

In this unit you will gain skills relating to, and an understanding of how a marketing campaign is developed.

Unit 3 - Personal and Business Finance (External Assessment)

Learners study the purpose and importance of personal and business finance. They will develop the skills and knowledge needed to understand, analyse and prepare financial information.

Unit 14 – Customer Service (Internal Assessment)

Learners explore how Charles Clinkard and JD Wetherpoon provide customer service, improve their customer service provision. The unit gives learners the opportunity to participate in role plays and dealing with complaints.

Extended Certificate – equivalent to 1 A Level

Assessment

50% of the units are coursework based.

Progression

Progression can be direct to an honours degree or to a Higher National, a Foundation Degree, or a Higher Apprenticeship.