

BTEC in Business Studies

What is Business Studies?

Are you interested in how businesses become successful and understanding how marketing is used to persuade audiences? Would you like to know more about personal and business finance or how to be successful during the recruitment process?

Business Studies equips you with the knowledge and understanding of the how different businesses operate and the opportunity to apply your knowledge to a range of different existing businesses.

How is the course structured and what will you study?

The Business Studies National Extended Certificate is a Level 3 qualification. It provides progression to the workplace either directly or via study at a higher level.

This qualification is made up of four units, two of which are internally assessed through written assignments and two of which are externally assessed through examination and controlled assessment.

Year 1

Unit 1 – Exploring business

This introductory unit provides an overview of the key ingredients for business success: how businesses are organised; how they communicate; the influence of the environment in which they operate; and the importance of innovation and enterprise. Students complete case studies of two contrasting yet successful businesses (internal assessment)

Unit 3 – Personal and business finance

Learners will study the importance of personal finance (understanding why money management is important to avoid future financial difficulties) and business finance (business accounts and the different sources of finance available to a business). This unit is assessed through examination.

Year 2

Unit 2 – Developing a marketing campaign

Marketing is central to the success of any business. You will explore the different stages that a business goes through when developing a campaign, including market research. You will use this understanding and insight to plan and propose a marketing campaign for a given business, through a controlled assessment.

Unit 8 – Recruitment and selection

Learners explore how the recruitment process is carried out in a business. You will explore the various selection tools used by businesses and ways in which technology has developed this area. You will also have the opportunity to participate in, and evaluate, selection interviews.

What career options will I have?

Bank manager, digital marketer, market research, public relations, social media manager, financial advisor.