

### *Why study Business Studies (Extended Certificate)?*

This qualification is widely recognised by industry and Higher Education as the signature Level 3 Business qualification.

It provides progression to the workplace either directly or via study at a higher level.

Furthermore, this qualification has been endorsed by, and developed alongside, national and international businesses including:



The **co-operative**



# THE COURSE

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

## INTERNAL ASSESSMENT

### EXPLORING BUSINESS

This 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.

### 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.

## EXTERNAL ASSESSMENT

### MARKETING CAMPAIGNS

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 Controlled Assessment.

### 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.

You will complete two units in Year 12:

### UNIT 1 EXPLORING BUSINESS

This is an Assignment that you will complete over the course of the year and is internally assessed. You will research two contrasting but successful businesses and analyse what has contributed to their success.

Factors will include:

- the ownership structure
- the market in which they operate
- the size and scope of the business
- how the business is organised
- the influence of the business' stakeholders
- how the business has responded to events and factors which are outside the business' control

You will complete two units in Year 12:

### UNIT 2 DEVELOPING A MARKETING CAMPAIGN

This unit is assessed through a 2-part examination completed in Year 12 and looks at the integral role playing by marketing to ensuring business success through functions such as advertising and Corporate Social Responsibility.

Areas of focus include:

- understanding the marketplace and how we can break down markets to target customers
- identifying the needs and wants of customers
- exploring primary and secondary research methods
- planning marketing campaigns
- exploring the personal finance sector
- understanding the marketing mix