

Coombe Sixth Form Business Extended BTEC Level 3 Diploma



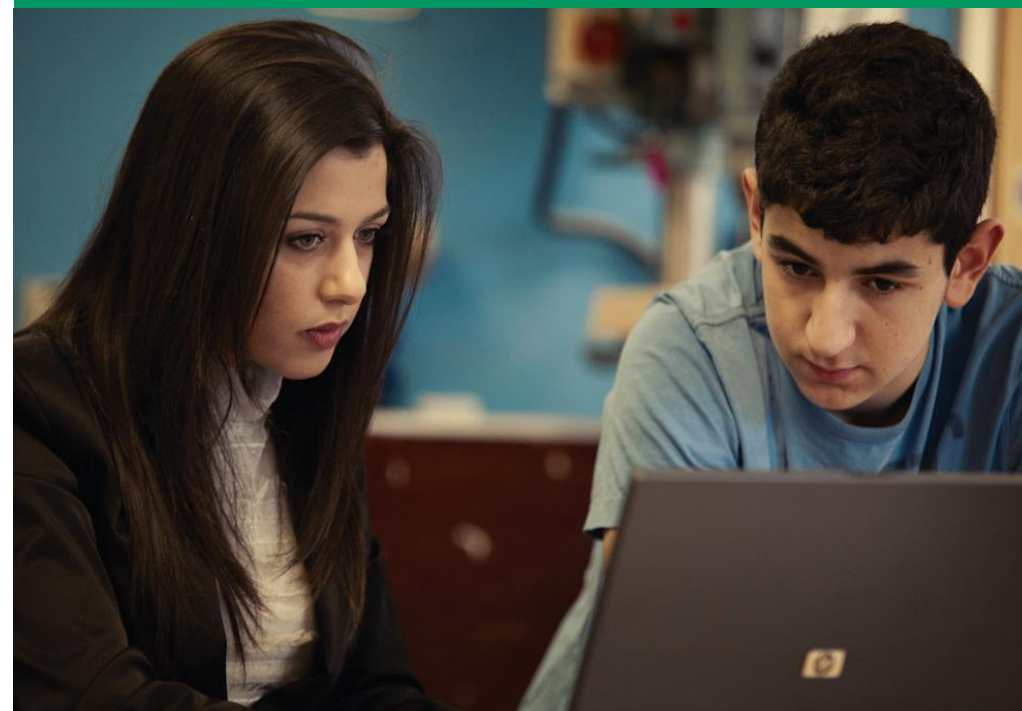
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"This course has given us such an insight into the world of business, exploring the basics of running an organisation, advertising campaigns and recruitment. It has given me enough information to help me decide whether this type of job or course is suitable for me.

The coursework element has been very structured, allowing me to develop skills ready for the assessments."

Exam board / website:

<http://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html#tab-4>



Business

What does studying Business involve?

Business Studies offers a thorough insight into the world of business that all of us come into contact with every day. It covers all processes and types of jobs available in all businesses from the Accountant in the Finance department to the Personnel Manager in the Human Resources department.

We do a lot of investigation into businesses to find out how they are putting the theory into practice in the current economic climate. A number of day trips may take place to tour chosen businesses and find out information from their respective employees. In business studies your opinion counts and is an important requirement in completing many coursework elements.

Similarities between GCSE and A Level

The content of the Business Studies GCSE is covered very quickly in the first Unit of the BTEC National Diploma and subsequent units go into much greater detail on the specified topic. The greatest difference lies in the assessment as the majority is coursework and only a few units are externally examined.

What skills will I develop and where could studying this subject lead?

The National Diploma is a two year, full-time course that, when combined with an additional A-Level, meets entry requirements for learners who want to progress to higher education courses in business areas before entering employment.

It can also support learners who want to progress directly to employment in job roles in business or business management and Higher Apprenticeships in the business sector.

Much of the assessment in business is through written assignments so this will aid you in developing your ability to write clearly and succinctly.

The coursework requirements encourage much evaluation and analysis of subject knowledge and particular business scenarios. This will develop important thinking skills and provide a greater understanding of processes in businesses as well as personal interaction.

Discussion and sharing of ideas is greatly encouraged along with extensive preparation for work experience. This has resulted in the growth of students' confidence and abilities within group situations.

Entry requirements / prior knowledge:

Four 9-5 grades at GCSE with a minimum of a numerical grade 4 in English Language although a grade 5 is recommended. 1 equivalence to a GCSE subject is permissible.

Modules that you will cover and assessment details

Business Studies is ideal for students that have a sound ability in English and enjoy thinking about and evaluating various situations. Are you able to imagine yourself in real life business situations and think of all the elements that might be involved? You will also be required to participate in work related scenarios, e.g. Engaging in a recruitment process, communicating with fellow 'employees' and evaluating the effectiveness of real business strategies. All work will be assessed through written assignments and some units will require some active participation.

Mandatory units that we study are:

- Exploring Business
- Developing a Marketing Plan
- Personal and Business Finance
- Managing an Event
- International Business
- Principles of Management

We also study 2 optional units that could include the topics below:

- Recruitment and Selection Process
- Team Building in Business
- Investigating Corporate Social Responsibility
- Training and Development
- Investigating Customer Service
- Market Research
- Work Experience in Business
- Final Accounts for Public Limited Companies
- Pitching for a New Business
- Visual merchandising
- Creative Promotion

Some of these units are assessed internally through report writing, delivering business style presentations and through practical work. Some units are externally assessed through examination and completing projects.

There is the possibility of studying 13 units in total to complete an Extended National Diploma in Business that is equivalent in size to 3 A-Levels.