

Subject: Business Studies - BTEC**Qualification: Level 3 Extended Certificate – BTEC****Course overview**

Students study the purposes of different businesses, their structure and the impact the external environment can have on their success and development. They will need to adopt an innovative and dynamic approach to business specific problem solving and will be expected to demonstrate their knowledge by applying business concepts to selected scenarios.

This qualification provides a more vocational perspective, allowing students to interact with the business environment and experience real authentic business practices.

How is the course assessed?

Grades awarded are Pass, Merit, Distinction and Distinction* Students will complete four units of work over two years. Two units are set and marked internally with another two assessed externally.

1 of the external assessments is a 2-hour exam and the other a 5-hour controlled assessment.

Where can BTEC business take you?

Completion of this qualification will give between 16 and 56 UCAS points, to gain entry onto a degree course or entry into the workplace. Business studies can lead to further study and careers including Industry, Management and Finance.

Case Study

Year Group and Term	Subject Knowledge	Assessment	Curriculum/CIAG Links
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Year 12 Term 1	Unit 1: Exploring Business This term students will be investigating the role and contribution of innovation and enterprise to business success	Internally assessed coursework in the form of a PowerPoint presentation and report	CIAG – presentation skills, careers in innovation and enterprise
Year 12 Term 2	Unit 1: Exploring Business This term students will be exploring the features of different businesses and analyse what makes them successful and investigating how businesses are organised	Internally assessed coursework in the form of a report	CIAG – functional areas and job roles in business
Year 12 Term 3	Unit 2: Developing a Marketing Campaign Students will be exploring principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign	Mock rationale for a marketing campaign	Links to term 1 PESTLE CIAG – careers in marketing
Year 12 Term 4	Unit 2: Developing a Marketing Campaign Students will be using information to develop the rationale for a marketing campaign	Mock marketing campaign. Mock assessment to prepare for the Controlled Assessment	Links to term 1 PESTLE CIAG – careers in marketing
Year 12 Term 5	Unit 2: Developing a Marketing Campaign Preparing for and sitting the Controlled Assessment Unit 1: Exploring Business Students will examine the environment in which businesses and business markets	Externally assessed 5 hour Controlled Assessment	Links to term 1 PESTLE CIAG – careers in marketing

Year 12 Term 6	Unit 1: Exploring Business Students will examine the environment in which businesses and business markets	Internally assessed coursework in the form of a report	Links to term 1, 3 and 4 PESTLE and SWOT
Year 13 Term 1	Unit 3: Personal and Business Finance This term students will be understanding the importance of managing personal finance and exploring the personal finance sector They will then go on to understanding the purpose of accounting and selecting and evaluating different sources of business finance	Exam practice questions	Links to Financial Studies. CIAG – careers in the financial sector
Year 13 Term 2	Unit 3: Personal and Business Finance This term students will be understanding Break-even and cash flow forecasts and completing statements of comprehensive income and financial position and evaluate a business's performance	Mock exam	Links to Financial Studies and GCSE Maths CIAG – careers in the financial sector
Year 13 Term 3	Unit 3: Personal and Business Finance Preparing for and sitting the exam Unit 8: Recruitment and Selection Process Students will examine how effective recruitment and selection contribute to business success	Externally assessed exam Internally assessed coursework in the form of a report	Links to Financial Studies and GCSE Maths CIAG – careers in the financial sector. Examine recruitment and selection in a large organisation. Examine the role of HR. Examine the legal and ethical consideration in recruitment

Year 13 Term 4	Unit 8: Recruitment and Selection Process Undertake a recruitment activity to demonstrate the processes leading to a successful job offer	Internally assessed preparation for and participation in mock interviews and an evaluation of performance at interview	CIAG – research of suitable job roles, recruitment documentation and participating in mock interviews
Year 13 Term 5	Unit 2: Developing a Marketing Campaign Preparing for and sitting the Controlled Assessment re-sit opportunity Unit 3: Personal and Business Finance Preparing for and sitting the re-sit opportunity	Externally assessed 5-hour Controlled Assessment Externally assessed exam	Links to term 1 PESTLE CIAG – careers in marketing Links to Financial Studies and GCSE Maths CIAG – careers in the financial sector
Year 13 Term 6	N/A	N/A	N/A

For further information on this course please contact:	sharonhutchings@universityofkentacademistrust.org.uk Business and Finance Subject Leader
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