

# BTEC Level 3 National Extended Certificate in Business

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## Course description

This course is suited to those students to wish to progress into a variety of Business related careers or further education. Through a variety of units applicable to the real world of Business, students will develop a sound understanding of the different areas of Business such as finance and marketing, using actual examples to solidify this. We cover four units over the two years, completing a mixture of internal and external assessment.

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## Course content

To complete the Extended Certificate you will need to complete the following four units:

Unit 1: Exploring Business – in this unit you will gain an overview of key ingredients for business success, how businesses are organised, how they communicate, the characteristics of the environment in which they operate, and how this shapes them and their activities. You will also look at the importance of innovation and enterprise to the success and survival of businesses, with the associated risks and benefits.

Unit 2: Developing a Marketing Campaign - You will examine the marketing aims and objectives for existing products/services and understand the importance of relevant, valid and appropriate research in relation to customers' needs and wants. You will use given market research data and other information to make recommendations about the type of marketing campaign that a business should undertake.

Unit 3: Personal and Business Finance - This unit includes aspects of both personal and business finance, considering the importance of making financial decisions and the different financial statements and documents that are important.

Unit 8: Recruitment and Selection - This unit explores the importance of recruiting the right people and how people are the most valued asset of any business. You will have the opportunity, through role play, to take part in selection interviews. They will need to be organised and prepared so that they demonstrate your communication skills in this work-related competence.

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## Entry requirements

Standard Professional Advanced entry requirements of 3x Grade 5+ including English and/or Maths.

## Assessment

- This course is assessed through a mixture of internally assessed assignments, controlled assessment and an exam.



## Future opportunities

Business leads to opportunities in a variety of industries such as Accounting, Marketing and Human Resources. Students also have the opportunity to develop their understanding further by taking a degree in Business.