



President
Kennedy
School
Building Brighter Futures



Business

At Barr's Hill School we are passionate about the subject of Business and developing a real love of the subject beyond Post 16. Part of our offer is to ensure students get real business experience to enable them to apply their knowledge. Teachers are highly skilled and committed to ensuring that opportunities are offered both in and out of the classroom.

Entry Requirements

Entry requirements for this BTEC Level 3 qualification are 5 grade 4's at GCSE including English and Maths.

Topics covered

Core Content:

Unit 1 Exploring Business

Unit 2 Developing a Marketing Campaign

Unit 3 Personal and Business Finance

Unit 4 Managing an Event

Unit 5 International Business

Unit 6 Principles of Management

Unit 7 Business Decision Making

Unit 8 Recruitment and Selection

Plus optional content dependent on the interests of the group for example The English Legal System and Corporate Social Responsibility

Skills you will develop on the course

Students will develop a wide variety of skills including but not limited to:

- Research
- Presentation and communication
- Team working
- Critical thinking
- Data analysis

Assessment

The course is assessed through a variety of methods including coursework, controlled assessments and exams.

Educational trips, visits and wider experiences

In addition to the high quality teaching, students will be offered the following experiences:

Completion of online courses provided by universities to develop wider knowledge of the Business world, for example 'Power, Politics, and Influence at Work' through University of Manchester

Level 2 Certificate in Financial Studies through the London Institute of Banking and Finance

Attendance at a Business conference

Visits to UK businesses

Guest Speakers from the Business world and attendance at university guest lectures

External "Leadership styles" workshops with Colourworks.

What type of students will do well on this course?

The course offers a broad introduction to the business sector and the functions that exist within different companies and organisations. It supports progression to higher education, including University and degree apprenticeships, so an interest in studying these subjects Post 18 is ideal.

For more information contact:

V Wright - wright.v@barrshill.coventry.sch.uk

Post-School Progression Opportunities

University	Entry requirements	Other similar courses offered
University of Warwick International Management (inc. year abroad) BSc (Hons)	152 UCAS points	International Business with Modern Languages Economics Global Sustainable Development and Business Studies
King's College London Business Management with Year in Industry BSc (Hons)	152 UCAS points	Economics and Management Accounting and Finance Management and Modern Languages
Durham University Accounting and Management with Placement Year – BA(Hons)	DDD	Accounting and Finance Economics Business and Management Marketing
City, University of London Business Management, Digital Innovation and Entrepreneurship BSc (Hons)	DDD	Business with Marketing International Business Financial Economics International Political Economy
Queen's University Belfast Finance (with a Year in Industry) BSc (Hons)	128 UCAS points	Business Economics BSc Actuarial Science and Risk Management BSc Accounting BSc Mathematics with Finance BSc

Career Opportunities

Business Development Manager

What would I do?

- researching organisations to find new customers and identify who makes the decisions
- 'cold calling' to arrange meetings at customers' premises
- finding out what an organisation needs and working with a team to plan proposals and pricing
- selling products and services to new and existing customers
- negotiating with customers and building positive relationships
- attending events and conferences
- writing reports and making presentations to customers and senior management
- identifying new methods and opportunities for sales campaigns
- forecasting sales targets and making sure they're met
- delivering training to business developers and junior sales teams

UK average: £47,842

Routes in: With experience, you could progress to senior development manager, business development executive or marketing director.

Management Consultant

What would I do?

- meeting clients to discuss what they need
- carrying out research to gain an understanding of the client's business
- interviewing managers, staff and customers
- collecting and analysing data, and preparing reports
- identifying and investigating issues, and planning how to tackle them
- highlighting areas for improvement
- creating computer models to test possible business solutions
- presenting recommendations to the client
- agreeing a course of action with the client
- providing ongoing support to the client

UK average: £41,866

Routes in: With experience, you could become a partner in a management consultancy, work freelance or set up your own consultancy firm.

Chief Executive Officer (CEO)

What would I do?

- setting out the organisation's aims and how it will meet them
- making decisions about the organisation's priorities
- working closely with a senior management team to put policies in place
- managing relationships with partners
- making sure the organisation meets its legal obligations
- reporting to the organisation's chairperson or owner
- promoting the organisation at conferences, events and in the media
- controlling budgets

UK average: £85,239

Routes in: You could also work as a management consultant, advising clients on commercial strategy and policy.