



Bideford College

Part of the Athena Learning Trust

Business

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SCENE

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DIRECTOR: **Henley Christ**

CAMERA: **Emily**

DATE: **05-26-2018** **Day** · Night In
Filter

**Subject Information
For admissions in September**

Business

Exam Board: Pearson EDEXCEL

Qualification Title: Pearson BTEC Level 3 National Extended Certificate in Business

Specification link:

<https://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html>

Unit 1: Exploring Business (Internally Assessed)

In this introductory unit, learners study the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive.

Assessment: Three assignments looking at two different businesses (Profit and Non-Profit), exploring the 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 (Externally Assessed)

Marketing is a dynamic field central to the success of any business. You will gain an understanding of how a marketing campaign is developed. You will explore different stages of the process that a business goes through when developing its campaign and develop your own campaign for a given product/service.

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.

Assessment: One 2-part exam taken in January of Year 12

Unit 27: Work Experience in Business (Internally Assessed)

Learners study the benefits of work experience in business. They reflect on their practical workplace skills by completing forty hours of appropriate work experience.

In this practical unit, you will learn about different types of work-related learning and their benefits. You will learn what information you need before starting the placement, and how the placement can help you to develop key competencies needed for employability, such as self-management, team working, problem-solving and communication skills. You will learn more about the expectations of different roles. You will research and take on relevant work experience, and evaluate your performance.

Assessment: Two assignments including a week's work experience with a large business.

Unit 3: Personal and Business Finance (Externally Assessed)

Learners study the purpose and importance of personal and business finance. They will develop the skills and knowledge needed to understand, analyse and prepare financial information.

This unit includes aspects of both personal and business finance. Personal finance involves the understanding of why money is important and how managing your money can help prevent future financial difficulties. The business finance aspects of the unit introduce you to accounting terminology, the purpose and importance of business accounts and the different sources of finance available to businesses.

Assessment: One 2-hour exam taken in January of Year 13.

Entry Criteria

Students will require 5 grade 5+ at GCSE to study Business

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