



Subject area:	BUSINESS STUDIES (updated January 2019)
Course:	Extended Diploma in Business (equivalent to 3 A Levels) Diploma in Business (equivalent to 2 A Levels) Certificate in Business (equivalent to 1 A Level)
Level:	BTEC Level 3

Course Details - What will the course consist of and how will it be delivered?

At The Bulwell Academy, we specialise in Business and Enterprise. This specialism shapes the delivery of the course over the two years, through our partnerships with local, national and multi-national business organisations.

Through classroom and independent study and practical learning experiences, studying a BTEC Level 3 in business studies will help you to:



- Promote a business and promote yourself
- Plan and manage events
- Communicate confidently and professionally
- Develop a range of essential employability skills
- Start your own business

Learning about business can change the way you think, the way you solve problems and the way you maximise your opportunities in life.

No matter what career you are planning, a thorough understanding of business will enable you to communicate, organise and plan for success more effectively.

Person Specification - is this the right course for you? Are you....

- A 'team player' who can also work independently?
- Someone who enjoys solving problems with an enquiring mind?
- Interested in how money is made? And how the world system operates?
- Thinking about a possible career in business?

Further progression on completion of the course - what opportunities could this course lead towards in the future?

- A wide range of University study – how about a degree in Marketing or Business Studies or Event Management? The list is endless.
- A wide range of options for apprenticeships in a variety of businesses
- Business-led management training programmes

Other important information:

The new and exciting Level 3 BTEC Business has been developed in collaboration with employers and representatives from higher education to ensure that the content is up to date and that it includes the knowledge, understanding, skills and attributes required for further study as well as the working world.

The course requires applied learning that brings together knowledge and understanding with practical and technical skills. This is achieved through learners performing vocational tasks that encourage the development of appropriate vocational behaviours and transferable skills such as communication, teamwork, research and analysis, which are valued in both higher education and the workplace.



This course is really useful for any student who enjoys a practical approach to their learning whilst having a clear idea of their desire to succeed in a business environment. The qualification, particularly if a higher grade is achieved, is valuable to employers and is a strong starting point for young people in helping them to understand the world of work.

The Extended Certificate is for learners who are interested in learning about the business sector alongside other fields of study, with a view to progressing to a wide range of higher education courses, not necessarily in business-related subjects. It is designed to be taken as part of a programme of study that includes other appropriate BTEC Nationals or A Levels.

The Diploma is designed to be the substantive part of a 16–19 study programme for learners who want a strong core of sector study. This programme may include other BTEC Nationals or A Levels to support progression to higher education courses in business areas before entering employment. The additional qualification(s) studied allow learners either to give breadth to their study programme by choosing a contrasting subject, or to give it more focus by choosing a complementary subject. This qualification can also be used to progress to Higher Apprenticeships.

The Extended Diploma is a two year, full-time course that meets entry requirements in its own right 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.

The units you will study are:

Year 1:	Year 2
* Exploring the Business Environment	* Business Decision Making
* Developing a Marketing Campaign	* Principles of Management
* Event Management	* Pitching for a New Business
Dependent on the size of the qualification chosen, there will be optional units that students take on top of these compulsory units. The optional units have been designed to support choices in progression to business courses in Higher Education, and to link with relevant occupational areas. They cover content areas such as: human resources, accounting, marketing and law.	

Technical Data:

<i>Qualification Level:</i>	Level 3	<i>'A' Level equivalence</i>	See top of page 1
<i>Awarding Body</i>	EDEXCEL BTEC	<i>% Written Exam</i>	Dependent on qualification size
<i>Lessons per week</i>	Ext Diploma - 12 Diploma - 8 Certificate - 4	<i>% Coursework</i>	Dependent on qualification size
<i>Full course Specification</i>	https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Business/2016/specification-and-sample-assessments/9781446938201_BTECNationals_Bus_Cert_Spec_Iss3C.pdf		