

BTEC LEVEL 3 IN BUSINESS STUDIES

Examination Board:

Edexcel

Aims of the course:

This qualification provides an introduction to and understanding of the Business environment, management of resources, marketing and communication– all fundamental to the success of business organisations. This course also addresses sector needs and skills gaps such as in the finance, administration and management areas. It is designed to appeal to both full-time learners interested in a career in a career in business and to those who already have experience of working in the sector.

Learners can focus on their career aspirations, or work area within the specification in which there are specialist pathways consisting of Finance, Management, Marketing, Law, Administration and Human Resources

Structure and Content: Certificate in Business (30 credits)

Unit 1: The Business Environment

Unit 2: Business Resources

Unit 4: Business Communication

Structure and Content: Subsidiary Diploma in Business (60 credits)

Above three units as per the Certificate plus a further three units from modules such as:

Unit 3: Introduction to Marketing

Unit 5: Business Accounting

Unit 13: Recruitment and Selection in Business

Assessment

All BTEC Nationals are internally assessed. Learners can achieve a Pass, Merit or Distinction

Where can I go after completing this course?

BTEC Business is a course that when chosen with a good combination of subjects, could open many doors. Most employers and universities want to be assured that potential candidates are able to contextualise information and apply knowledge and theory.

The vocational aspect of the course lends itself to practical application where each unit is contextualised into current business scenarios; allowing students to develop their 'real' knowledge of business.

Students go on to good universities having completing the course whereas others may use their grades to opt for an apprenticeship scheme and enter employment in the Business sector.

Potential career paths can include: Advertising and Marketing, PR, Market Researcher, Research Analyst, Recruitment, Banking, Finance, Accountancy, Industry Buyer, Retail, Distribution Management, Human Resource Management, Sales, Stockbroker and Systems Analyst.

**Further details about any aspect of the course can be obtained from:
Miss A. Afandi**