

# Business

This two-year Level 3 vocational course is equivalent to one A Level and combines coursework, external exams, and controlled assessments. It covers key areas also found in A Level Business, while exploring additional topics through a more applied, real-world approach. You'll investigate how different businesses operate, how they are structured, how they market themselves, and how they manage both personal and business finance. The course opens up a wide range of university and career pathways, developing practical skills that are ideal for students interested in business, management, or starting their own company.



## COURSE CONTENT

The course is structured around the following units:

### Year 12:

#### Unit 1 – Investigating Business.

Develops students' understanding of organisations and the markets they serve. 90 learning hours. A coursework unit.

#### Unit 3 – Personal and Business Finance.

Makes students aware of personal financial decisions and the importance of finance to business success. 120 learning hours. An externally assessed unit.

### Year 13:

#### Unit 2 – Developing a Marketing Campaign.

Allows students to appreciate what is required to develop a marketing campaign for a small or medium-sized business. 90 learning hours. Coursework with an externally assessed unit.

#### Unit 23 – The English Legal System.

Students study aspects of our Criminal Justice system. 60 learning hours. A coursework unit.

## ASSESSMENT

A mixture of coursework and internally and externally set controlled assessments plus exams across the two years:

### Coursework

48% of final marks. Unit 1 & Unit 23. All coursework content is assessed internally and externally moderated.

### External Assessment

48% of final marks.

#### Unit 2 – Developing a Marketing Campaign

A task is set and completed under supervised conditions. Submission by computer. 70 marks.

- Part A. Research pack released to learners in the afternoon prior to assessment. 2 hours preparation period.
- Part B. Supervised assessment session. 3 hours.

#### Unit 3 – Personal and Business Finance

Two written examinations.

1. January 2 hours 100 marks.
2. June 2 hours 80 marks.

## FUTURE PATHWAYS

Business BTEC combines well with other BTEC courses and a range of social science and humanities subjects. It can lead to entry onto school leaver programmes such as apprenticeships, or to university courses in areas such as Management, Marketing, Human Resources, Law and Accounting. BTECs are considered A Level equivalents by universities.

## SKILLS REQUIRED

This course is highly recommended for students who prefer to be assessed on coursework developed throughout the year, as opposed to the summative exam process. Students will need to be able to manage their time effectively to cope with deadlines, so organisation is important. There is significant reading and writing due to the coursework but there is also an expectation that students will demonstrate inquiry, identify questions and raise discussions to deepen their knowledge.

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