

business

BTEC National Extended Certificate

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Exam board: Pearson Edexcel



What is this subject about?

The BTEC National Extended Certificate is a nationally recognised vocational qualification that aims to provide students with the knowledge, understanding and skills relevant to careers in business, marketing and management. You will follow a variety of units such as: Introduction to Business, Business Resources, Marketing, Business Communication and Business Finance. The Extended Certificate is a two year course equivalent to one A Level.

What will I study over the two years?

In the first year you will study 2 units. 'Exploring Business' is the introductory unit, where you 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. You will gain an overview of 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.

The 'Marketing' unit 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. In this unit, you will draw on your learning from across your programme to complete the assessment task. This unit will give you an insight into how important marketing is to business.

In Year 2 you will study two further units.

The 'Personal & Business Finance' 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. Planning tools, such as cash flow forecasts and break-even, will be prepared and analysed. Measuring the financial performance of a business will require you to prepare and analyse statements of comprehensive income and statements of financial position.

In the final unit you will explore a wider aspect of business such as marketing & recruitment or creative product promotion.

How is the course assessed?

There are 4 units of work which comprise a written exam and a written task, both externally assessed, and 2 units of coursework which are internally assessed. The weighting of the marks is 40% internal and 60% external assessment.

What skills will I need and develop for this course?

Your GCSE subject profile is likely to include some subjects that have required you to research from books and articles and to write reports and give presentations. These are key skills in Business.

The BTEC National Extended Certificate in Business will provide the opportunity to develop your skills in numeracy, communication and IT as well as improving your study, presentation and research skills.

What can this course lead to in terms of higher education and future careers?

The BTEC National Extended Certificate in Business is widely accepted and accredited by the great majority of universities as an excellent foundation for degree study. Business is one of the fastest growing university subjects and one of the largest.

You will be able to go on to a wide variety of degree courses in Business, Management and many related subjects or you can use your BTEC National Extended Certificate in Business to access the professional world when you leave College. The BTEC National Extended Certificate in Business will prepare you particularly for a career in Business, Management, Administration, Marketing or Human Resources, but wherever you end up working, it is likely to be in a business!

What are the formal entry requirements for this course?

Aside from the general entry criteria that the College requires, you will need to achieve a minimum of:

- Grade 4 in GCSE English
- Grade 4 in GCSE Maths
- Grade 4 in GCSE Business / Merit in Level 2 Business BTEC (if taken). However it is not necessary to have taken Business previously and we teach as if you are all starting from scratch.

What extra support/enrichment activities are on offer?

The teaching is undertaken using a variety of approaches designed to suit different abilities and learning styles.

Subject combination advice

It is recommended that BTEC Business is not done in combination with A Level Business as the course covers a lot of the same material.

BTEC Business combines well with lots of different subjects and can combine with A Level or BTEC courses. IT BTEC in particular can be a useful course to take alongside BTEC Business.