



Level 3 BTEC Business

The complex and ever changing world of business challenges learners to go beyond the ideas to think about strategies and how decisions can impact on a wide range of stakeholders and their aims.

The content of this qualification has been developed in consultation with academics to ensure that it supports progression to higher education. Employers and professional bodies have been consulted in order to confirm that the content is appropriate and consistent with current practice for learners planning to enter employment directly in the business sector.

Units within the BTEC Business Course

Exploring Business – Internally Assessed

In this unit, 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.

Developing a Marketing Campaign – Controlled Assessment Marked by Pearson.

Developing a marketing campaign, you are provided with a case study two weeks before being assessed during a three hour supervised period. You are required to prepare a marketing campaign for a given product or service, that was presented to you in the case study.

Personal and Business Finance – External Examination.

Unit 3: Personal and business finance, you are to sit a two-hour exam that has 100 marks available, the exam is split into 2 sections. Section A is based on personal finance content and is worth one third of the marks. While, Section B contains questions based on business finance and is worth two thirds of the available marks.

Opportunities

The study of business can help you on a variety of career paths in almost any sector of industry, from banking to fashion, every company needs business minded individuals.