



Business Studies

Post 16:

In our department we offer an in depth course covering a range of different topics within business. The BTEC National extended certificate allows students to cover a range of topics from business structure to developing and applying or the wide world of work.

Year 12

In year 12 we cover two units covering key areas within business:

- Unit 1 - Exploring business
- Unit 2 - Developing a marketing campaign

Unit 1 requires students to be able to understand business structure and the ways in which they measure success. This in depth unit will enable students to understand how industry functions and the roles and responsibilities workers play in helping businesses to succeed.

Unit 2 requires students to understand how companies develop and promote a marketing campaign. The students look at a given scenario and budget and decide which methods would be most appropriate for promoting a startup business within a competitive market.

Year 13

In year 13 we cover two units covering key areas within business:

- Unit 3 - Personal and business finance
- Unit 8 - Recruitment and selection

Unit 3 requires students to understand the different types of finance that exist, the ways in which businesses manage a cash flow based on a range of circumstances. This unit is crucial to any student wishing to expand into the finance sector.

Unit 8 is perfect for those students who are actively looking to apply for apprenticeships. The unit focuses around the employment section and what the employer is looking for in a young individual. Students will complete a range of documents used for employment and will involve a range of skills including mock interviews.



Homework expectations

Homework within this subject varies depending on the stage we are working. Currently it is set weekly and is based around the assignments which contribute towards their final grade.

How will I be assessed?

The units comprise of the following breakdown:

<u>Unit</u>	<u>Assessment</u>
Unit 1 - Exploring business	Coursework
Unit 2 - Developing a marketing campaign	Controlled assessment (Exam style)
Unit 3 - Personal and business finance	Exam
Unit 8 - Recruitment and selection	Coursework

What equipment/books do I need to be successful?

- Scientific calculator
- Current textbook:

https://www.amazon.co.uk/BTEC-Nationals-Business-Student-Activebook/dp/1292126248/ref=sr_1_1?dchild=1&keywords=btec+level+3+book+business&qid=1601996260&sr=8-1

What other opportunities exist outside the classroom?

The course is focussed around developing our learners to be strong independent learners. We spend a lot of time in the second year looking at apprenticeships and the opportunity to work in a business environment.

As a department we have also invested in the Young Enterprise scheme which allows students to run their own business managing the cash flow of the business. The students look at creating an idea and turning it into reality.