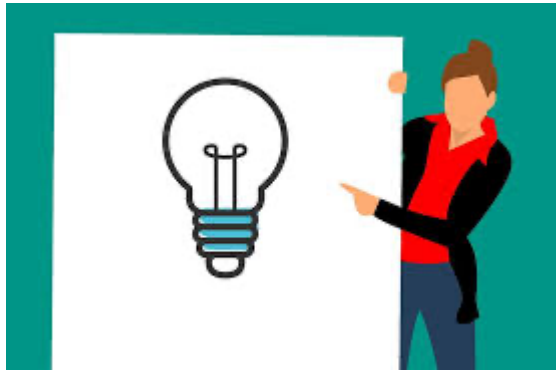


BUSINESS STUDIES

MR CHARLTON



- Business organisations and how they operate
- The environment that businesses operate in such as the UK economy
- Innovation and Enterprise
- Marketing and Promotion
- Personal and Business Finance
- Human Resources
- Investigating current events and how they affect businesses e.g. Brexit and COVID

KEY AREAS YOU WILL STUDY IN BUSINESS STUDIES

BTEC LEVEL 3 NATIONAL EXTENDED CERTIFICATE IN BUSINESS (EQUIVALENT TO 1 'A' LEVEL)

Exploring Business - internally assessed portfolio

. Developing a Marketing Campaign - a task set and marked by the exam board, completed under supervised conditions. Students will be provided with a case study 2 weeks beforehand to research and then have 3 hours to write up the task on computer

Year 1

Year 2

Personal and Business Finance - written 2-hour exam.

Recruitment and Selection – internally assessed portfolio



NEXT STEPS - WHAT THIS COURSE CAN LEAD TO

- This is a course will allow you to access a wide range of further education courses at University including degrees in Business, Management, Finance, Human Resources and Marketing. The BTEC qualification in Business also provides a route to employment into the many diverse areas of business. These include roles in specialist areas such as management, marketing, finance, customer service or human resources in large organisations or a more generic role in a small local business. Many students gain higher level / degree level apprenticeships in areas such as Project Management.