

# BTEC Level 3 National Extended Certificate in Business

## COURSE DESCRIPTION

The Pearson BTEC Level National Extended Certificate in Business is an Applied General qualification. It is for post-16 learners who want to continue their education through applied learning and who aim to progress to higher education and ultimately to employment in the business sector. The qualification is equivalent to one A Level and aims to provide a coherent introduction to the study of the business sector. The learning programme covers business environments, finance, marketing and human resources.

## WHAT THE COURSE WILL INVOLVE

The course consists of four units:

- Unit 1: Exploring Business
- Unit 2: Developing a Marketing Campaign
- Unit 3: Personal and business Finance
- Unit 8: Recruitment and Selection Process

For a unit overview see the table on the reverse side.

## ASSESSMENT

Unit 3 is an examination. Unit 2 is a controlled assessment. Both these units are assessed externally. Units 1 and 8 are centre assessed and externally moderated and are assessed throughout the course.

## HOW WILL I BE GRADED

Students are graded per unit, meaning they will receive 4 individual grades. At the end of the qualification a student's overall grade will be calculated based on their performance in each unit. Some units are worth more than others (see table on reverse side). Students will be awarded their final grade in the Summer of Year 13.

## OTHER INFORMATION

The skills developed on this BTEC qualification are essential for success in employment and higher education, and are among the fundamental transferable skills required by employers. BTEC Business delivers these skills across the whole range of learning styles and abilities, effectively engaging and inspiring students to achieve great things.



## BTEC Level 3 National Extended Certificate in Business

Unit	Overview	Criteria
<b>Unit 1</b> (90)	In this unit, learners 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.	<b>Coursework</b>
<b>Unit 2</b> (90)	Learners will gain skills relating to, and an understanding of, how a marketing campaign is developed.	<b>Controlled Assessment</b>
<b>Unit 3</b> (120)	Learners study the purpose and importance of personal and business finance. They will develop the skills and knowledge needed to understand, analyse and prepare financial information.	<b>Examination</b>
<b>Unit 8</b> (60)	Learners explore how the recruitment process is carried out in a business. The unit gives learners the opportunity to participate in selection interviews and review their performance.	<b>Coursework</b>

