

BTEC National Extended Certificate in Business Studies

Exam Board: Edexcel



ASPIRE TO EXCELLENCE

Course Content

Students will undertake a variety of units that will provide an in-depth understanding of the principles of business. Topics will include: Exploring Business, Developing a marketing campaign, Personal and Business Finance, and Recruitment and Selection Process.

Assessment

Unit 1 (Internally assessed coursework) – Exploring Business.

Unit 2 (Computer based externally assessed exam including a research project) – Developing a marketing campaign.

Unit 3 (2 hour external exam) – Personal and Business Finance

Unit 8 (internally assessed coursework) – Recruitment and Selection Process

Career Opportunities

If you would like to study business, finance or management at university, BTEC Business provides an excellent foundation. The skills you learn are also transferable across a broad range of subjects and careers. Whatever you choose to do in the future, you will find that the things you learn in this course will help. For example, You will probably work with lots of different people, so knowledge of motivational theory will help you to work well with others and help you achieve your potential. You might have ambitious plans to start your own business. If that is the case, you will find the marketing and finance topics particularly useful.

Suggested Reading

Pearson BTEC National Business Textbook.

Local and National Newspapers.