
Subject: BTEC Level 3 National Extended Certificate in Business

Entry Requirements

GCSE Maths and English at 9-5.

Who is the course for?

The Extended Certificate is for learners who are interested in learning about the business sector alongside other fields of study, with a view to progressing to a wide range of higher education courses, not necessarily in business-related subjects. It is designed to be taken as part of a programme of study that includes other appropriate BTEC Nationals or A levels.

How will I learn?

A combination of both didactic teaching and independent learning. The course has both mandatory and optional content, providing a balance of breadth and depth. The course includes a range of assessment types and styles including externally-assessed units, which use a defined window and demonstrate understanding through completion of the tasks. Internally-assessed units mean students are set and assessed on assignments that provide the final summative assessment for that unit. Students will also learn a range of employability skills including cognitive and problem-solving skills, intrapersonal skills and interpersonal skills

Further Education & Career Pathways:

The qualification carries UCAS points and is recognised by higher education providers as contributing to meeting admission requirements for many courses if taken alongside other qualifications.

Course Outline

Unit 1 – Mandatory – 90GLH – Exploring Business - Assessment – internal

In this unit learners study the purpose of different business, their structure, the effect of the external environment and how they need to be dynamic and innovative to survive.

Learning Aims include: exploring the features of different businesses and analyse what makes them successful; investigate how businesses are organised; examine the environment in which businesses operate; examine business markets; investigate the role and contribution of innovation and enterprise to business success.

Unit 2 – Mandatory – 90 GLH – Develop a Marketing Campaign – Assessment – external

In this unit learners will gain skills relating to an understanding of how a marketing campaign is developed. Learning Aims include – demonstrating a knowledge and understanding of marketing principles, key terms and data sources and definitions; analysing marketing information and data; evaluating evidence to make informed judgements about how a marketing campaign should be planned, developed and adapted in light of changing circumstances; be able to develop a marketing campaign with appropriate justifications.

Unit 3 – Mandatory – 120 GLH - Personal and Business Finance – Assessment – external

In this unit learners study the purpose and importance of personal and business finance, developing their skills and knowledge needed to understand, analyse and prepare financial information. Learning Aims include – understanding the importance of managing personal finance; exploring the personal finance sector; understanding the purpose of accounting; selecting and evaluating different sources of business finance; understanding break-even and cash flow forecasts; completing statements of comprehensive income and financial position and evaluating a business's performance.

Unit 4 – Investigating Customer Service – 60 GLH – Assessment – internal

How is excellent customer service linked to business success? In this unit you will learn that attracting new customers costs a business more than keeping existing customers, so it is important to keep existing customers happy. You can do this by building relationships with internal and external customers and giving them excellent service that exceeds their needs and expectations. When working in a customer service role you need to understand the procedures to follow when dealing with customer requests and complaints. This unit will help you develop communication and interpersonal skills when dealing with customers, and to understand the importance of having good product or service knowledge. You will explore how a business builds effective relationships with customers through identifying and confirming the customer's needs. You will examine how businesses monitor and evaluate their level of customer service provision through obtaining feedback and see how

COURSE INFORMATION

this helps inform improvements to the level of service provided. The unit will enable you to evaluate your own customer service skills and to create a development plan for improvement.

Your teacher/s

Mrs Slater.