

BTEC Business Level 3



This course builds on from knowledge gained at GCSE and takes a closer look at all of the fundamental aspects of businesses and how they work. The course explores all of the internal and external factors that can effect a business and looks at how a business needs to constantly evolve in response.

The course also covers the main principles of marketing. This involves studying the aspects of successful marketing campaigns and how these are vital to a businesses success. The course also looks at the important world of customer service and the role this plays in ensuring a business remains successful.

Finally the course will look at both personal finance and business finance.

Curriculum

Term	1	2	3	4	5	6
Year 12	Unit 1 – Business Fundamentals	Unit 1 – internal and external factors that affect a business.	Unit 2 – Marketing fundamentals	Marketing Revision and exam preparation	Unit 1 – The role of enterprise in and this contributes to the success of a business.	
Year 13	Unit 12 – Customer Service	Unit 3 – Personal Finance	Unit 3 – Business Finance	Revisions and exam preparation.	Final Exams and CW completion	

Assessment

Course Content	Unit 1	Unit 2	Unit 3	Unit 12
	CW	Exam (3hrs)	Exam(2hrs)	CW
%	35%	15%	35%	15%%

Entry requirements: GCSE English at grade 5 or above, GCSE Maths 4 or above

What to expect

Course Work Based: Approx. 5 000 words (minimum) and lots of independent research, evaluation and analysis.

The finance exam will require a basic level of maths (L4)

Recommended Rresources:

- BTEC Nationals Business Text book
- FT website
- Other resources and advice are available form the business department.