

BTEC Level 3 –

Business Studies

Exam board: Pearson



Where do I start?

You must meet the minimum entry requirements of Wootton Park VI. In addition to this you then also need at least a **Grade 5 in English, Maths and also in Business Studies if you have studied before.**

Business Studies – about the subject:

In Business Studies learners develop a broad understanding of business organisations and study areas such as markets, customers, finance, operations, communication, information technology and strategy. Business issues are often addressed at a European and international level.

Learners will be encouraged to use an enquiring, critical and thoughtful approach to their study and to develop an understanding of business behaviour from a range of perspectives.

This course develops a broad range of transferrable skills that would significantly benefit any future career path.

What type of learner chooses Business?

Business Studies is a practical and varied subject. Business Studies learners will develop skills to help them obtain fruitful and enjoyable employment. A range of opportunities exist in all kinds of Business organisations, whether private or public.

This course may appeal to learners who feel they would benefit from a course that has a variety of internal and external assessment through coursework alongside exams.

You can choose to take this course as a single option (Extended Certificate) or double option (National Diploma). Please discuss the best choice for you with the Curriculum Lead. -each is equivalent to one A level

Anyone with a keen interest in business operations would make an excellent candidate for this course.

What aspects of the subject will I be studying?

The Business Studies course is varied and interesting. You will study topics such as the following:

- Features of different businesses types
- The business environment
- Business markets
- Role and contribution of innovation and enterprise to business success
- The role of marketing
- How to develop a marketing campaign
- Market research
- The marketing mix
- Personal and business financial management
- Recruitment and selection

How will I be assessed?

You will have internal assessments for some of the units. These can be set by the school or by the exam board. There are also modules that are assessed by examination and these are set by the exam board. The examinations range from 2 – 3 hour exams. In order to prepare for these exams we will undertake mock exams as well as completing other practice materials.

What are the career/higher education prospects?

Business Studies will offer a range of possible options to our learners. BTECs are highly regarded by employers as they have been developed with companies in industry to ensure they deliver a practical experience and key skills to learners. The qualification is also UCAS accredited and will be equivalent to points therefore making it a suitable course to take if you are hoping to go forward with further study at university. Career Field – Accounting, Consulting, Entrepreneurship / Small Business, Event Planning & Hospitality, Finance, Human Resources, Leadership Development Programs.