EXCEPTIONAL TEACHING EXCEPTIONAL EXPERIENCE BUSINESS

Launceston Sixth

Subject Information
For admissions in September

Business

Exam board: Pearson BTEC – Level 3 National Extended Certificate in Business

Specification Link: https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Business/2016/specification-and-sample-assessments/btecnationals-bus-excert-spec.pdf

Course size: Equivalent to one A Level – four units studied over two years.

Unit 1 Exploring Business (coursework):

Types of business – What's the difference between a sole trader, a plc and a charity? Who are a business's stakeholders, and how much influence do they really have?

How businesses are organised – Why do some businesses have a strict hierarchy and others a flat structure? How do they set SMART aims and objectives?

The business environment – How do the economy, politics, technology and environmental issues shape what businesses can do? You'll use tools such as PESTLE, SWOT and Porter's Five Forces.

Markets – What drives supply, demand and price? How do businesses react when a competitor changes its prices?

Innovation and enterprise – Why do some businesses take risks on new ideas, and when does it pay off?

Unit 2 Developing a Marketing Campaign (externally assessed set task):

The role of marketing – How do businesses create and satisfy demand? Branding, unique selling points, and mass versus niche markets.

Market research – Surveys, focus groups or published data: which can you trust?

The marketing mix – Product, price, promotion and place, from pricing strategies to social media and guerrilla marketing.

Planning a campaign – Use real research data to plan your own campaign, choosing the message, media, budget and timeline.

Unit 3 Personal and Business Finance (externally assessed exam):

Managing your own money – Current accounts, borrowing, saving, investments and insurance. How do you make good financial decisions?

The finance sector – Who are the banks and financial institutions, and who protects consumers?

Business finance – Where do businesses get their money? How do they use break-even analysis and cash flow forecasts to plan?

Reading the accounts – How healthy is a business? Interpret its financial statements and calculate profitability and liquidity ratios.

Optional Unit (coursework):

You will study one of the following:

Recruitment and Selection – How do businesses find the right people? Take part in role-play interviews and reflect on your own performance.

Investigating Customer Service – What makes great customer service, and how do businesses keep customers coming back?

Market Research – Plan and carry out your own market research, then present what you find.

The English Legal System – How are laws made, and how do the courts work?

Work Experience in Business – Prepare for and complete a work placement, then reflect on the skills you've gained.

How you're assessed:

58% external assessment, 42% coursework.

Unit 2 – You receive a research pack the day before, then complete a 3-hour supervised task on a computer.

Unit 3 – A 2-hour written exam.

Unit 1 and your optional unit – Assessed through reports, presentations and projects on real businesses.

Possible Progression Routes: The course carries UCAS points. Alongside A Levels or other Level 3 courses, it can lead to degrees in business, management, marketing, accounting, finance or HR, and it is accepted for many degrees outside business too. It can also lead to Higher and Degree Apprenticeships or straight into employment. Developed with employers including Barclays and John Lewis, it builds the skills universities and employers value: independent research, report writing, presenting, financial literacy and meeting deadlines.

Entry Requirements:

Level 2 Foundation – Successful completion of a Level 2 programme of learning at GCSE.

English and Maths – Grade 4 or above in GCSE English Language and Maths.

Subject Contact: Mrs Anna Mobbs

How to Apply:

To apply to Launceston Sixth, please complete our online application form: www.launcestoncollege.uk/sixth-form

Our admissions team will then contact you to arrange a Sixth Form interview to discuss your options and your aspirations, and to give you advice and guidance on your next steps.

If you cannot access the website, or would like to submit a paper-based application, please contact the Sixth Form team.

Further details about all of the courses we offer can be found on our website.