



Holly Lodge High School BTEC Business 2021-2023

BTEC Level 3 National Extended Certificate in Business:
 The content of this qualification has been developed in collaboration with employers and representatives from higher education and relevant professional bodies. This has ensured that content is up to date and that it includes the knowledge, understanding, skills and attributes required in the business sector. The learning programme covers the following content areas: • business environments • finance • marketing. The optional units have been designed to support choices in progression to business courses in higher education and to link with relevant occupational areas.

Extended Certificate	
360 GLH	
Grade	Points
D*	56
D	48
M	32
P	16

Cultural Capital

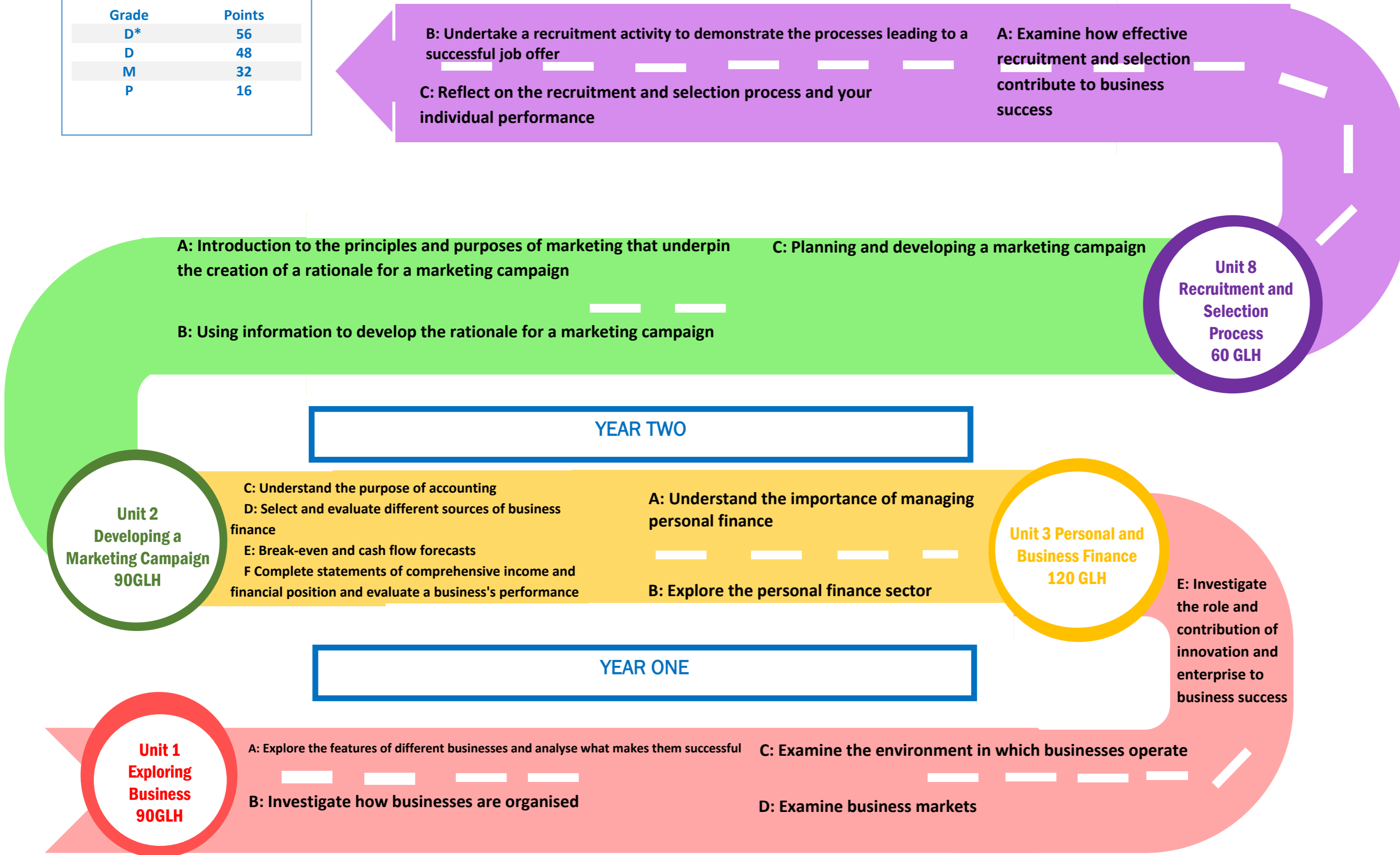
- Conducting research and developing presentational skills
- Opportunity to meet and engage with Business people
- Problem solving skills
- Develop enthusiasm for Business as a subject and careers associated with the subject

Course Outcomes

The Extended Certificate is for learners who are interested in learning about the business sector, with a view to progressing to a wide range of higher education courses, not necessarily in business-related subjects.

Size and Structure

360 GLH (480 TQT)
 Equivalent in size to one A Level.
 4 units of which 3 are mandatory and 2 are external.
 Mandatory content (83%).
 External assessment (58%)



A: Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign

C: Planning and developing a marketing campaign

B: Using information to develop the rationale for a marketing campaign

**Unit 8
 Recruitment and Selection Process
 60 GLH**

YEAR TWO

**Unit 2
 Developing a Marketing Campaign
 90GLH**

C: Understand the purpose of accounting
D: Select and evaluate different sources of business finance
E: Break-even and cash flow forecasts
F Complete statements of comprehensive income and financial position and evaluate a business's performance

A: Understand the importance of managing personal finance

**Unit 3 Personal and Business Finance
 120 GLH**

B: Explore the personal finance sector

E: Investigate the role and contribution of innovation and enterprise to business success

YEAR ONE

**Unit 1
 Exploring Business
 90GLH**

A: Explore the features of different businesses and analyse what makes them successful

C: Examine the environment in which businesses operate

B: Investigate how businesses are organised

D: Examine business markets