

Welcome to the BTEC Business Course.



This hand book will take you through the course requirements and structure, as well as details of your summer task.

**Course Outline 2025-2027
Extended Certificate**

Expectations of students:

We expect all students who enter onto this course to adhere to the following:

- Attend all lessons and be punctual
- Complete all tasks set and meet all deadlines
- Aspire and be committed to achieving the top grades possible
- Whilst you may be asked to work in groups at times, all work should be your own, and should not be plagiarised.
- Students should be independent learners, who try and find their own solutions to their own problems wherever possible.
- Use correct spelling, punctuation and grammar throughout your work

Remember that a BTEC course is a two year course. You must be prepared to carry out two years' worth of business studies to gain the full qualification

The benefits of undertaking the BTEC course:

- You will be receiving education and training in preparation for working in Business, which will help you gain employment into the Business sector
- You will receive a nationally-recognised Level 3 qualification
- You may have the opportunity to progress onto University, a Level 4 Higher National or an apprenticeship
- You will develop a range of skills and techniques, personal skills and attributes which will benefit you in future life.

What are my options after completion of this course?

- Specialist functions in a large organisation including: marketing, finance, customer service, human resources or management
- A more general role in a smaller organisation
- Self-employment via setting up your own business
- An apprenticeship
- A business related degree (amongst a whole range of other degree choices)

Course Structure:

The BTEC in Business is structured in a very unique way. There is one exam at the end of unit 3, with the remainder of the assessment is coursework. To get the full qualification you will be required to complete 4 separate units of assessment.

You will be asked to complete coursework for the following mandatory units.

Mandatory Units

- Unit 1 – Exploring Business
- Unit 2 – Developing a Marketing Campaign (Externally Set Assignment)
- Unit 3 – Personal and Business Finance (Externally Set Exam)

Optional Units – Students will study **ONE of the following**

- Unit 8 - Recruitment and selection process
- Unit 14 – Investigating Customer service.
- Unit 22 – Market Research
- Unit 23 – The English Legal System

The Optional Unit will be chosen based upon the makeup of the cohort and the work completed prior to the delivery of the optional units.

Externally Set Work

Unit 3 is assessed by a written exam and students will sit the exam once the delivery for this unit has been complete. Students will be given one opportunity to improve their grade if they either fail the first attempt or wish to improve their existing grade. The best grade attained in the exam will be the one which is put forward.

Unit 2 is assessed by an externally set assignment. Students will be given a task prior to the assessment date in which they carry out the relevant research. This research is then used during controlled conditions where students then generate their response to the task. Once again students will be given 2 opportunities, if required to complete this controlled assessment.

Internally Set Work

Unit 1 and the Optional Unit are assessed by coursework set by the school. You will be given the assignment to complete with strict deadline dates and it is expected your work will be ready to submit at these times. You will be working under a continuous assessment process where you will be given the opportunity to practise assignments before completing the real thing.

Submission of work

You will see from the assignments you are given that each task has a submission deadline, along with a date when the whole project must be given in. It is important that you meet every deadline as time management is a very important part of the course and strict deadline are expected from the exam board. Failure to meet these deadlines will result in you not being able to continue on the course.

Once your work has been submitted it will be marked and handed back to you. If you then wish to improve your grade, you will be given a date where the work can be amended and resubmitted, under the BTEC assessment rules you are only allowed one attempt at a redraft, so make sure that your first attempt is done to the highest possible standard. If the work is not handed in by this date it will not be remarked.

Extra Curricula activities.

To get the best possible experience and aid you with your studies

#you will be required to show business competence. This means getting involved in and completing at least 3 of the following activities

- Join the young enterprise group and set up and manage your own business (compulsory for Business students)
- Get involved in the running of the 6th form tuck shop
- Arrange and complete at least two full weeks' worth of work experience over the two years. (Compulsory)
- Attend workshops and engage with the business extension programme at Plymouth University (compulsory)
- Complete You're Hired, a business city wide competition (compulsory)
- Extracurricular study experiences – Disneyland Paris seminars/workshop trips/Wearable technologies conference

We will also have the opportunity to meet with and talk to a range of local business people through our extensive links with the Chamber of Commerce.

Useful resources

You will be given a course handbook and a key textbook to help you with this qualification. However below are some useful websites to also help you.

<http://www.businessballs.com>

<http://www.businessdictionary.com>

<http://www.statistics.gov.uk>

www.bbc.co.uk (there is a business section of the bbc website, it would be useful to keep up to date with this!)

Wider reading is essential to the course. You will also find it useful to read business focused website such as

The Sunday Times (which publishes a weekly business section)

The independent also has a regularly updated business section.

What is my summer task?

The Apprentice style challenge.

You are to prepare for the business course by developing a business plan for your own business idea, to meet the brief below.

- As the communication industry booms you must look to design and market a new App.

In order to meet this brief you must do the following

- Identify your target market, justify your choice of target market
- Come up with 3 ideas to take to a market research focus group. You can gain market research in a range of ways, through an online survey, questionnaires or meeting with/ interviewing potential clientele. Refine your idea to take it through to the design stage
- Design (either electronically or through a story board) the app e.g. what will the interface look like, how can you make it user friendly? Are there multiple screens. Consider you use of imagery and colour. Also carefully consider your layout and what is written. Justify your choices.
- Pricing- complete some market research, are there similar apps available on the market. What are their price ranges. How can you ensure that your app is competitively priced?
- Advertising, design your marketing campaign to go with your app.
- Presenting- be ready to present your App ideas to the group ready for your first business studies lesson in September.

Your Summer Task must be completed and ready for delivery for the first full teaching week in September. If this hasn't been completed your place on the course will be at risk.

