



Sir John Lawes School  
Education for a changing world

# BTEC National in Business



**Miss Dunne**  
**Mr Thompson**

## Why study BTEC business?

- ✓ An interesting and varied syllabus
- ✓ A balance of assessment methods
- ✓ An understanding of how business works in the real world
- ✓ Practical activities
- ✓ Excellent opportunities for independent learning
- ✓ An excellent alternative to traditional A level courses

<https://www.youtube.com/watch?v=uuyynIBDgeU>

- **Chosen by over 1 million students every year.**
- **After 30 years of proven success.**
- **Hear from the BTEC brand ambassadors and find out why you should choose BTEC by visiting [www.ichooseBTEC.com](http://www.ichooseBTEC.com)**





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Level 3 BTEC National in Business.  
This will be our fourth year running this course.



At SJL we are studying the Level 3 BTEC National Extended Certificate in Business which is equivalent to 1 A Level and is studied over 2 years.



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# Success in Business looks like

## Results 2019:

5 students got Dist\*

5 student got Dist

3 students got Merit

## Results 2018:

4 Dist\*

4 Dist

1 Merit





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# BTEC National in Business



BTEC nationals are widely recognised by Industry and Higher Education as the signature vocational qualifications at Level 3.

BTEC nationals are accepted by over 150 Universities and Higher Education Institutes for relevant degree programmes.

They provide progression to the workplace and research shows that 62% of large companies have recruited employees with BTEC qualifications.

Employers are looking for recruits with a thorough grounding in the latest industry requirements and work-ready skills.

Higher education needs learners who have experience of research, independence skills, extended writing and meeting deadlines.





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**We aim to make the course as practical as possible.**

Previous years we have had visits from Business Owners and director from Retromum, GSK, Striking places, Lyndhurst Financial Services, and Fundamentally Children.



This academic year we had a visit from a chief executive of the charity AT Society to talk to the students, so they can inform their reports with their research.





This presentation will explain:

- 1. The structure of the BTEC in Business**
- 2. Methods of assessment**
- 3. What you need in order to do well**
- 4. Further information**





# Structure of the course

## 4 Units over 2 years:

- **Unit 1 Exploring Business**-Mandatory coursework internally assessed.
- **Unit 2 Developing a Marketing Campaign**-Mandatory controlled task marked by exam board.
- **Unit 3 Personal & Business Finance**-Mandatory exam
- **Unit 8 Recruitment & Selection Process**-Coursework internally assessed.

**Graded – Distinction. Merit. Pass.**



## Equivalent Grades at A level and UCAS points

BTEC Extended certificate	A Level	UCAS Points
Distinction*	A*	56
Distinction	A	48
Merit	C	32
Pass	E	16







# Unit 1- Exploring Business

In this unit you will:

- Explore the features of different businesses and analyse what makes them successful.
- Investigate how businesses are organised.
- Examine the environment in which businesses operate.
- Examine business markets.
- Investigate the role and contribution of innovation and enterprise to business success





## Unit 2- Developing a Marketing Campaign

- External unit.
- Students can take 6 x A4 sheets of research/preparation into the 3 hr controlled assessment.
- Complete a marketing campaign in a 3 hr highly controlled exam environment.
- Marketing is a dynamic field central to the success of any business.
- You will gain an understanding of how a marketing campaign is developed.
- You will explore different stages of the process that a business goes through when developing its campaign and develop your own campaign for a given product/service.





# Unit 3- Personal & Business Finance –External Exam. Written exam.

- Personal finance** involves the understanding of why money is important and how managing your money can help prevent future financial difficulties.
- It is vital you understand the financial decisions you will need to take throughout your life and how risk can affect you and your choices.
- The business finance** aspects of the unit introduce you to accounting terminology, the purpose and importance of business accounts and the different sources of finance available to businesses.
- Planning tools, such as cash flow forecasts and break-even, will be prepared and analysed. Measuring the financial performance of a business will require you to prepare and analyse statements of comprehensive income and statements of financial position.





# Unit 8-Recruitment and Selection Process

## In this unit you will:

- Examine how effective recruitment and selection contribute to business success.
- Undertake a recruitment activity to demonstrate the processes leading to a successful job offer.
- Reflect on the recruitment and selection process and your individual performance.
- Through undertaking recruitment activities the unit will help you to develop the skills needed in an interview situation.





## In order to succeed you need

- An interest in business, marketing and finance.
- To keep up to date with business news & developments.
- An ability to meet deadlines and be responsible for your own learning.
- A commitment to the coursework element.

**Many of our students become involved in the**

- 1. Young Enterprise Company scheme**
- 2. Dragons Apprentice**

<https://www.youtube.com/watch?v=GgXwega3UeM>







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# Entry requirements

We would expect you to achieve at least grade 4 or above in GCSE English and Mathematics as well as an APS of 3.83 or above if combined with other BTEC courses or an APS of 4.5 or above if combined with A Level courses.



<https://www.sjl.herts.sch.uk/363/subjects/subject/26/business-studies>



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# Further Information

## SJL Business and Economics Faculty staff

Miss A Dunne [adunne@sjl.herts.sch.uk](mailto:adunne@sjl.herts.sch.uk) (*Head of Business and Economics*)

Mr Thompson [dthompson@sjl.herts.sch.uk](mailto:dthompson@sjl.herts.sch.uk) (*Asst Head of 6<sup>th</sup> Form*)

**Exam board Pearson Edexcel:**

<http://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016>

<https://www.sjl.herts.sch.uk/363/subjects/subject/26/business-studies>

