

# Business BTEC

## Pearson BTEC Level 3 National Diploma in Business

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### Introduction

The Pearson BTEC Level 3 National Diploma in business is particularly exciting for its practical focus, offering hands-on experience and skills directly applicable in the business world. The curriculum is designed to mirror current industry needs, ensuring that the knowledge gained is both relevant and in demand. With a flexible and accessible structure, it is ideal for those who prefer a vocational approach or are balancing studies with other responsibilities or co-curricular activities. BTEC business opens up numerous opportunities for further education and career advancement, serving as a gateway to higher education or direct employment in various business sectors. Over 62% of large companies employ BTEC graduates, and annually, more than 100,000 students advance to UK universities, including Russell Group universities, underscoring the programme's relevance and rigour.

Business BTEC is equivalent to 2 A-level courses.

### Subject Requirements

Students should have a *minimum* of grade 4 in English and maths GCSEs.

Useful skills for business BTEC typically include:

- Practical application skills: The core of business BTEC is applying theoretical knowledge in practical, real-world contexts.
- Problem-solving skills: Critical thinking and the ability to solve problems are crucial, as the course often focus on real-world challenges and scenarios.
- Time management and organisation: With project-based learning and multiple assignments, being organised and managing time effectively is key to success.
- Communication skills: Effective communication, both written and verbal, is vital, as students must often present their ideas, work in teams, and articulate their understanding of course material.

### Course Outline

The course is structured into 8 units. 3 of these units (45% of the course) are externally assessed via examinations, and the other 5 units are internally assessed in a series of course work assignments.

Students are given opportunities to write up the findings of their own research, use case studies to explore unfamiliar situations, carry out projects for which they have choice over the direction and outcomes, and demonstrate practical and technical skills using appropriate presentations and role plays.

#### Internally assessed units:

- Unit 1: *Exploring Business*

The purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive.

- Unit 4: *Managing an Event*

Small group work planning, coordinating and managing a business or social enterprise event, then evaluating the skills gained.

- Unit 5: *International Business*

How UK businesses develop strategies to trade globally, and factors that influence the implementation of these strategies.

- Unit 8: *Recruitment and Selection Process*

How the recruitment process is carried out in a business, with opportunity for students to participate in selection interviews and review their performance.

- Unit 17: *Digital Marketing*

The different aspects of web-based marketing, and the channels that can be used to deliver a successful digital marketing campaign.

### **Externally assessed units:**

- Unit 2: *Developing a marketing campaign*

Exploring the different stages that a business goes through when developing its campaign before students develop their own marketing campaign for a given product or service.

- Unit 3: *Personal and Business Finance*

Exploring the purpose and importance of personal and business finance, and developing the skills and knowledge needed to understand, analyse and prepare financial information.

- Unit 6: *Principles of Management*

Understanding how the role of management and leadership in the workplace contributes towards business success.

Units are assessed using a grading scale of Distinction (D), Merit (M), Pass (P), Near Pass (N) and Unclassified (U). A pass must be achieved in all units in order to attain the Diploma.

### **Higher Education and Careers**

Business BTEC is a highly valued course, and students can pursue degrees in fields like business management, marketing, finance, or entrepreneurship, including at Russell Group universities. To keep university options open, students might consider studying complementary subjects, such as maths or a language, which can enhance their application for more diverse courses or specialised business programs. Apprenticeships in various business sectors are also a viable route, offering practical experience and skill development. Career-wise, this diploma opens doors to roles in business administration, human resources, sales, and more.

### **What should I study alongside business BTEC?**

Combining the business BTEC with an A-level subject broadens career prospects and skillset, and almost any subject complements it. As examples, psychology offers insights into consumer behaviour and organisational culture, which are beneficial for marketing and HR roles; PE aligns well for careers in sports management or starting a fitness business; and photography and art open opportunities in creative fields like advertising and marketing

### **Is there anything else I should consider?**

The vocational nature of the course with its focus on practical skills and real-world applications, makes it a good option for students who thrive in hands-on learning environments rather than exam-focused settings. The course does require commitment and hard work however, and the continuous assessment format means that students need to be consistently engaged and proactive in their studies. While the coursework may not be as theoretically challenging as some A-levels, it demands practical understanding, project management skills, and the ability to apply concepts to real-life business scenarios.