

Why study this course?

This 'hands on' Level 3 BTEC qualification in Business is designed to broaden students' understanding of Business and develop independent and group learning through report writing, conducting primary market research, group presentations and basic financial calculations, all with a practical approach. Students can opt for either the equivalent of one A level (Extended Certificate) or two A levels (Diploma).

What will I learn on this course?

This course is designed to develop highly-specialist, work-related skills and ultimately gives students the knowledge and understanding they need to prepare for employment.

Employers value employees who are able to communicate effectively both verbally and using electronic communication methods. Opportunities are continuously provided to allow students to develop their communication skills, through presentations and discussions in which they have the opportunity to express their opinions. Learners are encouraged to take responsibility for their own learning and achievement.

What specific skills will I learn?

The framework of personal, learning and thinking skills comprises six groups that, together with the Functional Skills of English, Mathematics and ICT, are essential to success in learning, life and work. In essence, the framework captures the essential skills of: managing self, managing relationships with others and managing own learning, performance and work.

The titles of the six groups of skills are set out below.

- Team workers
- Self-managers
- Independent enquirers
- Reflective learners
- Effective participators
- Creative thinkers

What career paths could this course lead to?

This BTEC qualification in Business prepares students for university courses, the workplace or starting their own business. It provides a route to employment into the many diverse areas of Business. These could include roles in specialist areas such as management, marketing, finance or customer service.

How is the course structured?

Extended Certificate (equivalent to 1 A level)

Year 1

Unit 1 - Exploring Business - coursework

Unit 2 - Developing a marketing campaign - exam

Year 2

Unit 14 - Investigating Customer Service - coursework

Unit 3 - Personal and Business Finance - exam

Diploma

(equivalent to 2 A levels)

In addition to the units above you will also study:

Year 1

Unit 4 - Managing an event - coursework

Unit 5 - International Business - coursework

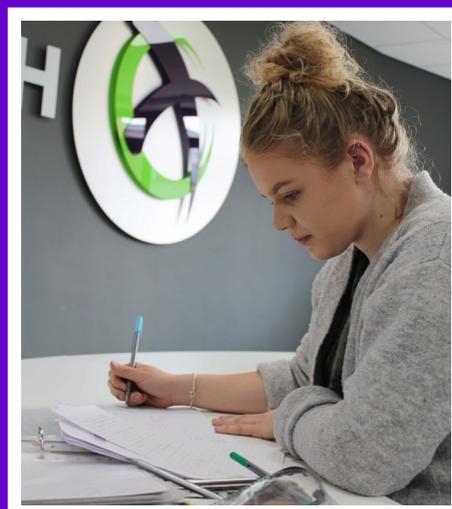
Year 2

Unit 19 - Pitching a new business - coursework

Unit 6 - Principles of management - exam

Extra Opportunities

Links have been developed with both local and national businesses such as Waitrose, Sibelco, McDonalds, Manchester Airport, Chester Zoo, with trips either to the business or the business coming into college. The opportunity to plan and start your own business enterprise on this course is fantastic for UCAS and job applications.



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