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URSULINE HIGH SCHOOL  
& WIMBLEDON COLLEGE  
SIXTH FORM

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# **BUSINESS**

**BTEC LEVEL 3 DIPLOMA**  
BTEC LEVEL 3 DIPLOMA

**at Ursuline High School**

**EXAMINATION BOARD: Edexcel**

**September 2021**

URSULINE HIGH SCHOOL  
CRESCENT ROAD  
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Deputy Headteacher and Assistant Headteacher Key Stage 5:  
Mr Didier Adam & Mr Ben Barton

## WHAT WILL I STUDY IN THIS SUBJECT?

BTEC Diplomas are qualifications that provide an exciting, stretching and relevant programme of learning for young people of all backgrounds and abilities. They offer a real alternative to traditional learning styles through an imaginative, high quality blend of general education and applied learning.

Because of the way employers and educators have been brought together to develop our curriculum, BTEC Diplomas at Ursuline will help prepare students for life, learning and work. Learners will have the opportunity to develop personal learning and thinking skills, to develop skills such as team working and the vital communication skills they will need for life and work. The BTEC Diploma is an exciting 14-19 qualification that brings an innovative approach to learning. It enables students to gain knowledge, understanding and hands-on experience of sectors that they are interested in, while putting new skills into practice.

A Level 3 **BTEC Diploma is equivalent to 2 A levels at A-E grades**. Students will cover all aspects of how a business is run and factors that affect a business, for example – finance, marketing, motivating employees and business planning. You will develop skills in researching, report writing, giving presentations and working in a team. The course is taught over 10 periods per week for two years.

## HOW WILL I BE ASSESSED?

A Level 3 BTEC Diploma is equivalent to 2 A levels at A-E grades. You will complete 8 units. Some units are externally assessed (Units 2, 3, 6), others are internally marked and externally verified (Units 1, Unit 14, Unit 19, Unit 4 and Unit 5)

- Unit 3 - Personal and Business Finance - exam (**2 hours**)
- Unit 2 - Developing a Marketing Campaign - external written assessment with a pre-release case study (**3 hours**)
- Unit 6 - Principles of Management - external written assessment with a pre-release case study (**3 hours**)
- Unit 1, Unit 14, Unit 19, Unit 4 and Unit 5 - coursework assignments

## WHAT TOPICS WILL I COVER

1. Exploring Business - **Mandatory**
2. Developing a Marketing Campaign - **Mandatory**
3. Personal and Business Finance - **Mandatory**
4. Managing an Event - **Option**
5. International Business - **Mandatory**

- 6. Principles of Management **Mandatory**
- 14. Investigating Customer Services - **Option**
- 19. Pitching for a New Business - **Option**

#### WHAT SKILLS AND INTERESTS DO I NEED FOR THIS SUBJECT?

Maths

English

Communication & presentation

Information technology

Ability to convey ideas clearly and confidently.

Creativity, risk taking, a can-do attitude and the drive to make ideas happen!

#### Personal Learning and Thinking Skills:

These are embedded throughout the Diploma and will enable students to enter work and adult life with confidence. These include:

Team Work,

Independent enquirers

Self-managers,

Reflective learners,

Effective participants,

Creative thinkers

#### WHAT OTHER SUBJECTS COMBINE WELL WITH THIS SUBJECT?

Mathematics

Sociology

Geography

English

I.T

#### TO WHAT FURTHER OR HIGHER EDUCATION COURSES COULD THIS SUBJECT LEAD?

Business, Accountancy, Management, Marketing, Personnel, Banking / Finance, Television, Advertising, Law

#### WHAT CAREERS COULD THIS SUBJECT LEAD TO?

Banking, Accountancy, Law, Television, Journalism, Teaching, Marketing, Management, Customer Service, setting up your own business - entrepreneurship

#### RECOMMENDED READING:

- Business Review
- Evening Standard

- Pearson BTEC National Business Student Book 1 – Couplan-Smith, Phillips, Richards (2016)
- Business News in the Times, Financial Times, Telegraph etc.
- The Economist
- Financial Times (you can sign up for free in Year 12 with your school account)

### *USEFUL WEBSITES*

*<http://www.guardian.co.uk>*

*Free! An easy website to navigate around. Contains up to date and topical articles. There is no subscription charge for articles.*

*<http://www.tutor2u.net>*

*Free! Resources include revision notes, quizzes, presentations and a comprehensive glossary of key terms.*

### ENTRY CRITERIA

Please refer to the Entry Criteria Insert to understand the Pathway requirements.

The entry criteria for this subject if you have studied it before is: Grade 4 in English OR Maths AND Pass in Business BTEC Level 2 OR Grade 4 in Business Studies GCSE.

The entry criteria for this subject if you have not studied it before is: Grade 4 in English OR Maths.