

COWLEY

SIXTH FORM COLLEGE

BTEC LEVEL 3 EXTENDED CERTIFICATE

BUSINESS

Teaching staff

Miss Smart
Mrs Faulkner

Overview

The Business course provides you with an overview of the key ingredients for business success, how businesses are organised, how they communicate, the characteristics of the environment in which they operate, and how this shapes them and their activities.

You will look at the importance of innovation and enterprise to the success and survival of businesses, with the associated risks and benefits. This leads to exploring the process a business goes through when developing a marketing campaign and you will develop your own campaign for a given product/service; you never know, you might discover a hidden entrepreneur within yourself!

You will also gain the knowledge and understanding to manage your personal finances and be given a background on business finance. Knowing how to look after your own money or your employer's is a vital tool for success for anyone!

What to expect in lessons

Lessons will involve a variety of activities including class discussions, independent research and group tasks. There will also be the opportunity to gain insight into topic areas from experts.

We will consider local, national and international businesses so topics can be brought to life. You will always be encouraged to share any relevant knowledge you have gained from your own independent study and from other subjects that you are studying.

Trips

Past students have enjoyed visiting New York and China. Trips like this and visits to European capital cities are something that students can be part of (all trips are dependant on sufficient interest from students).

Equipment that you will need

Basic stationery (pens, pencils etc), plus two lever arch files, two A4 refill pads and a calculator.

Business is an amazing subject to study as you learn what's needed to create a successful company.

I would particularly recommend the course to anyone who wants to start their own business."



Annabel Williams

Currently studying:
BTEC Business
Applied Diploma Criminology
BTEC Music

Progression

Developing business knowledge and understanding will help you to progress to employment, vocational training and higher apprenticeships.

Some students have continued their interest in business, progressing to university to do a variety of degrees such as accountancy, business management and marketing.