

BTEC Level 3 National Extended Certificate in Business (NQF)

What does this qualification cover?

This qualification is equivalent to one A Level and has been developed in consultation with academics, employers and professional bodies to ensure that it supports progression to higher education or to enter employment directly in the business sector.

What could this qualification lead to?

The qualification carries UCAS points and is recognised by higher education providers as contributing to meeting admission requirements for many courses if taken alongside other qualifications as part of a two year programme of learning. The qualification can also support progression to employment directly, or via an Apprenticeship.

What are the entry requirements?

5 GCSEs graded A*-C (including English & Maths)

Unit 1 - Exploring Business

90 GLH – Internally assessed via coursework

In this unit you will gain 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.

Unit 2 – Developing a Marketing Campaign

90 GLH – Externally assessed via a 3 hour Controlled Assessment

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 and Business Finance

120 GLH – Externally assessed via a 2 hour written exam (Includes ONE resit opportunity)

Personal finance involves the understanding of why money is important and how managing your money can help prevent future financial difficulties. The business finance aspects of the unit introduce you to accounting terminology, the purpose and importance of business accounts, the different sources of finance available to businesses, planning tools such as cash flow forecasts and break-even, and you will also be required to measure the financial performance of a business.

Unit 14 – Investigating Customer Service

60 GLH – Internally assessed via coursework

How is excellent customer service linked to business success? In this unit you will learn that attracting new customers costs a business more than keeping existing customers, so it is important to keep existing customers happy. You can do this by building relationships with internal and external customers and giving them excellent service that exceeds their needs and expectations.