

BTEC L3 BUSINESS DIPLOMA

Why study BTEC Level 3 National Diploma in Business?

All businesses need enterprising employees to drive their organisations forward, to have ideas and initiatives to instigate growth, and to ensure that businesses survive in this fast-changing world. Enterprise skills provide a fantastic progression pathway into a number of roles in an organisation, and are transferable into all businesses.

Exam Board: Pearson

Course overview...

Unit 1: Exploring Business

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. You will also look at the importance of innovation and enterprise to the success and survival of businesses, with the associated risks and benefits.

Note: Unit 1 is an internal assessment (coursework). This is completed in year 13.

Unit 2: Developing a Marketing Campaign

You will gain an understanding of how a marketing campaign is developed. You will examine the marketing aims and objectives for existing products/services and understand the importance of relevant, valid and appropriate research in relation to customers' needs and wants. You will use given market research data and other information to make recommendations about the type of marketing campaign that a business should undertake.

Note: Unit 2 is an external assessment. This is completed in year 12.

Unit 3: Personal and Business Finance

It is vital you understand the financial decisions you will need to take throughout your life and how risk can affect you and your choices. This unit will also give you an insight into where you can get financial advice and support. The business finance aspects of the unit introduce you to accounting terminology, the purpose and importance of business accounts and the different sources of finance available to businesses. Planning tools, such as cash flow forecasts and break-even, will be prepared and analysed. Measuring the financial performance of a business will require you to prepare and analyse statements of comprehensive income and statements of financial position.

Note: Unit 3 is an external assessment. This is completed in year 12.

Unit 4: Managing an Event

This unit combines your creativity and organisational skills to produce successful, memorable events, whether for profit or social enterprise. You will investigate a number of successful events, both large and small, and use this research to assess the feasibility of events to plan and run yourself. Your chosen event will be carefully planned, demonstrating your ability to use planning tools. You will then stage the event, testing the effectiveness of your planning.

Note: Unit 4 is an internal assessment (coursework). This is completed in year 13.

Unit 5: International Business

In this unit, you will explore the benefits and issues associated with international business activities. You will investigate the economic environment and cultural factors in international markets and the influence they have on how business is conducted. You will also examine the strategic and operational approaches to developing business in an international context.

Note: Unit 5 is an internal assessment (coursework). This is completed in year 13.