



## **BTEC National Certificate Business**

### **WHY TAKE A BTEC NATIONAL IN BUSINESS?**

This course is 100% coursework and involves research, independent thinking and team work.

Are you aware of how much you already know about how businesses operate? You may watch the Apprentice and Dragons' Den and make judgements about the marketing skills the candidates and pitchers have. You may already have a view as to why Alex Ferguson makes a good football manager or may have been impressed by Gordon Ramsay's business advice to a failing restaurant or by the marketing behind the 2012 London Olympic bid. The course will enable you to find out why businesses act in the way they do and how they aim to influence your behaviour.

All students will gain an award in year one. Students can progress onto year two to complete the Certificate. For students that are interested in ICT and Business there is the BTEC Business (e-software) Certificate where specialist units are studied.

### **WHAT ARE THE KEY AREAS OF STUDY?**

You will be expected to study a range of business related subjects including an Introduction to Business, Business and Management, Creative Product Promotion, Human Resources, Finance and Marketing.

### **WHAT SKILLS WILL I NEED AND DEVELOP?**

You need determination, discipline and good time management. You will develop imaginative, critical thinking and team working skills through active and enjoyable learning.

### **ARE THERE ANY SPECIAL QUALIFICATIONS I NEED?**

You do not need any specific qualifications to join this course.

### **HOW WILL I BE ASSESSED?**

You will enjoy some traditional lessons and spend time working on assignments independently and within groups. You will learn by carrying out your own research and investigations into how businesses work. All assessment is by coursework, there are no exams on this course.

### **PRIESTLEY EXTRA**

To further your vocational experience, you will have the opportunity to participate in a range of activities organised by you and your tutors, such as Young Enterprise and Business Challenge Days. This year the department organised a residential business trip to London in November which was part of National Enterprise week. Visits to local businesses for example, Chester Zoo and Cadbury's World are also integrated into the course.