

BUSINESS STUDIES CTEC

Course

CTEC Business Studies Extended Certificate

Exam Board

Pearson

Entry requirements

Grade 4 in Maths

Grade 4 in English

Grade 4 in Business

Students who have not studied GCSE Business may still be accepted.

Course content

Students will cover:

Unit 1 - Exploring Business

- Business structures, purposes and strategies
- Effects of the external environment

Unit 2 - Developing a Marketing Campaign

- Understand how a marketing campaign is developed
- Analyse marketing principles and campaign data

Unit 3 - Personal and Business Finance

- Importance of business and personal finance
- Demonstrate principles, concepts, key terms, functions and theories

Unit 8 - Recruitment, Selection and employment

- Explore how the recruitment process is carried out in a business.

Assessment

CTEC National Business covers the same range of theory as A level Business Studies, the key difference being that this course is heavily assessed through the submission of coursework portfolios.

Another key difference in the new CTEC National from 2016 is the introduction of 2 externally assessed units - a Business Finance examination (unit 3) and a pre-release activity on a marketing campaign (unit 2), other units are tutor marked with internal verification within school. Grades are subject to awarding body validation.

Progression after Sixth Form

Most Business students progress to further study in a related discipline. Many previous CTEC Business students have studied Business at university with a small percentage of students using their transferable skills to access a law degree.

The CTEC Business course is widely accepted by colleges offering a HND/C or foundation degree courses. Alternatively, it is possible to progress directly from a level three Business qualification directly onto a higher apprenticeship in a range of areas such as Accountancy, Customer Service and Marketing and Management.

Career opportunities

There are a range of careers students could enter after completing their Business Studies qualification. Examples of these are as follows:

Business Adviser

Marketing Consultant

Retail Manager

Human Resource Officer

St Peter's students say...

“The practical nature of the subject suits me better than exams. We get to put what we learn into practise rather than having to remember it all in exams. I like learning more about finance, business and how to become successful.”

For more information contact Head of Department:

Mrs J. Sidhu - jsidhu@stpetersacademy.org.uk