



**carmel**  
college

Inspiring minds.  
Shaping futures.

# **BTEC**

# **BUSINESS**

COURSE GUIDE 2017  
BTEC BUSINESS EXTENDED CERTIFICATE / DIPLOMA

“Business is more exciting than any game.”

LORD BEAVERBROOK

# Business

Exam Board PEARSON

## What will the course involve?

The BTEC Level 3 in Business at Carmel College gives every learner the opportunity to develop a real understanding of what is involved, both theoretically and practically, in becoming an effective business professional. We try to give you a greater involvement with businesses, so more trips to businesses, more research of real businesses, a work placement in the second year and a greater development of the personal skills you will need to succeed in the business world.

You have the opportunity to study the course as a single qualification which is the equivalent to 1 A Level (Extended Certificate) or as a double award qualification which is the equivalent to 2 A Levels (Diploma).

## What will I study?

Depending upon the route you choose, you will complete either 4 units on the BTEC Extended Certificate or 8 units on the BTEC Diploma over the course of two years, providing you with the equivalent to 1 or 2 A Levels. There are a certain number of mandatory units, whilst the optional units are chosen to provide you with the best opportunity to achieve at your highest level. You will cover topics such as marketing, personal and business finance, event management, international business and principles of management.

## How will I be assessed?

You will be assessed in a number of different and engaging ways and the assessment methods vary to include communications used in the modern day business world. This could be a report, presentation, debate or Prezi. You will also be involved practically in activities such as market research, team work and project management. Overall approximately 75% of the course is assessed by coursework and approximately 25% by external exam.

## Where does the course lead?

A BTEC Level 3 can lead to a similar course at university, an apprenticeship, employment in a small or large organisation or even the opportunity to run your own business. What is important to know is that there is a very wide range of progression opportunities which will be available to you when you complete the course. Areas of study, an apprenticeship or employment could include:

*Business Studies • Business Management • Project or Event Management • Retail, Merchandising and Sales • Law • Marketing and Advertising • Finance and Accounting • Personnel Development • Administration • Human Resources*

Of course, a BTEC can be built into a programme that also includes A Level courses, and you could always go down routes related to that.

## Our students say...

**I love Carmel because of how supportive the staff are and how much they have helped me when progressing from GCSE to A Level.**

This is something that I have found especially when studying Applied Business. My tutors have been there to offer me advice every step of the way and have given me all of the opportunities I have needed to develop academically and as a person. After Carmel I hope to go to Lancaster University to study BA Honours Business with a year in industry. This will introduce me to the workplace and show me the employment opportunities waiting for me once I have completed my degree. I would highly recommend Carmel to anyone considering it as their next step; the standard of teaching, support and facilities will not leave you disappointed and I'm sure you will love your two years here as much as I have.



**Emma Lowrey**  
Cardinal Newman

**Studying:**  
Applied Business (Double),  
Economics, Sociology



Paris Trip



Team Building Trip

## What BTEC Business Enrichment can I look forward to?

Our students have really benefitted from working closely with outside organisations. This often involves visiting these organisations which have included Liverpool Maritime Museum, the Liverpool One Complex, Alton Towers and the Warner Brothers Studio tour. The students listened to professionals talk about the customer service provided by the organisations and were given information about the marketing of the attractions. Students have also had fun learning about Darkstar in St Helens. The trip included a marketing talk as well as a game of laser quest. Trips abroad are also offered. Every year, students have the opportunity to participate in a residential trip, this year to Paris. In previous years, trips have been to New York, Madrid and Barcelona.

Guest speakers are also invited into college. These have included young entrepreneur and Director, Mark Stanbury, who shared the secret of his success with the students, as well as the Marketing Manager from Pilkington Glass, Anne Quayle. The college Finance Director and Marketing Manager have also been into class to talk about their job roles.

## BTEC Business Further Opportunities

The support and guidance you receive studying BTEC Business does not stop when the lesson finishes. Other opportunities include:

We have a dedicated **Work Experience Co-ordinator** who will speak to you and support you in finding a work experience placement for the second year of your BTEC course. This year the placements have been a fantastic success, with many students being offered further opportunities after the placement has ended. The types of excellent placements that you could be involved with include: solicitors, schools, accountancies, finance departments in large corporate companies, quantity surveying, civil engineering, media design companies, dentists and so much more! This is a remarkable opportunity to add something onto your CV which will make you stand out as a future recruit.

Our students also thoroughly enjoyed our **BTEC Business Careers Week** and participated in workshops with **KPMG** and activities with organisations such as **Goldman Sachs**. This was further supported by a range of interesting apprenticeship talks and visits from universities, such as the **University of Liverpool**. In addition, our Careers Advice section on CONNECT has a wealth of information about apprenticeships, taking a Gap year and working abroad, alongside tips on interview techniques and other possible career prospects.

This year two of our highest achieving BTEC Business students will be travelling down to London to take part in **The Leadership Symposium** on 29th November 2016. It will be presented by Jeremy Thompson, "The Voice" of Sky News. This exciting symposium will compare and contrast Management in Business and Sport as well as celebrate all that is great about the Food and Drink industry. This year, Great Britain's double Olympic gold medallist, Dame Kelly Holmes will be present on the day. Attendance at the symposium is a reward for all their hard work and commitment on the BTEC course and will look amazing on our students' CVs.

## // Student Voice 2016 //

"The teachers care and always want you to do your best no matter what!"

"I like that we have the help when we need it, there is always someone who is willing to sit with you and help you with your work."

"I love this subject. I love how interesting it is and love learning about how things operate in a business, so for me this course is great."

"I like that most of the assessment is coursework, so I can secure my grade before I go into my exam."

"The course has enhanced my writing skills immensely."

## Our students say...

**Carmel has been a very positive experience and I've made lots of new friends.**

Studying Applied Business has really helped me to manage my workload as I've been able to complete coursework whilst studying for exams in my other two subjects. Also I received amendments after completing each task which has enabled me to improve my grade and achieve my potential. Last year we had a trip McDonalds as part of our coursework unit which gave us a more in depth look to how a business is run. It also helped me to get to know the rest of the class a bit more. After I leave Carmel I will go to university to study Accountancy which uses both Maths and BTEC Business, helping me to secure a job with a large organisation in the future.



**Daniel Sidders**  
De La Salle

**Studying:**  
Applied Business, Maths, Biology

Visit to the Harry Potter Studios



## Our students say...

I enjoy all my A Level subjects at Carmel, especially Applied Business. I never thought I would learn so many life skills within one subject.

My confidence has grown a phenomenal amount since I started and most of all it has helped me to decide what career I want to go into. All the teachers really care about the students and always want the best for us. Within the subject you get to take part in and practice many different real life roles that prepare you for your future. I have taken part in a mock interview for a job, had the chance to be a team leader of a group and had many opportunities to develop and prepare myself for Business at university. My Applied Business teacher was so helpful in recommending lots of courses and options for when I leave college and has certainly contributed to me choosing to do Business Management with a year in industry at the University of Liverpool.



**Megan Wainwright**  
Haydock High

### Studying:

Applied Business, Health & Social Care, English Language & Literature



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## How does BTEC Business differ from A Level Business Studies?

The BTEC Business course is predominantly coursework based, therefore you really must enjoy the practical side of coursework. You will sit an external exam worth approximately 25% of your final grade as well as a controlled assignment. BTEC Business is worth the same amount of UCAS points as any other A Level including Business Studies. BTECs are viewed very favourably within the workplace and at university, including the prestigious Russell Group of universities. BTEC Business is endorsed by many global companies and recognised by leading business institutions.

## What A Levels complement BTEC Business?

There are no forbidden combinations of subjects so we encourage you to choose subjects that you will achieve in and are motivated to study. Subjects that are popular to study alongside BTEC Business include ICT, Maths, Law, Economics and Languages.

## Can I take BTEC Business as well as Economics?

Economics and Business go very well together. Both subjects cover very different topics, so there is little in the way of duplication. However, many of our students find it interesting to study the role of businesses and the economy together.

## What support will I receive?

During your time at Carmel, you will receive enormous amounts of support from a variety of different areas. Within the BTEC Business department you will find staff who care about your progression at Carmel and ensure that you enjoy college and succeed during your time with us. All of the department staff are willing to give you extra help and time to ensure you understand the subject and to provide you with support and advice. Our door is always open and you will find staff working with students at break, lunchtimes and after college to help them succeed.

## How successful are Carmel's Applied Business students\*?

	2014			2015			2016		
	A*-B	A*-C	A*-E	A*-B	A*-C	A*-E	A*-B	A*-C	A*-E
A2	72%	100%	100%	61%	75%	100%	82%	98%	100%
AS	67%	52%	97%	58%	78%	100%	53%	88%	100%

\*BTEC from 2017

## What are the entry requirements for this course?

You will need **CC in Applied Business / C in Business Studies / C in Business Communications** (if studied) and **grade 4 in GCSE Maths and English Language**.

Alternatively students can progress from a BTEC First Diploma in Business with a Merit or Distinction.

## Meet the Tutors

**Laura Fowler**  
Head of BTEC Business

**Susanne Maher**  
Assistant Principal

**Alison Woodcock**  
BTEC Business/Business Studies Tutor  
Pastoral Director

**Jennifer Taberner**  
BTEC Business/Business Studies Tutor  
BTEC Co-ordinator

## More Information

For details of the course specification visit: [www.qualifications.pearson.com](http://www.qualifications.pearson.com)