



## **BTEC Level 3 Diploma Business**

### **WHY TAKE THIS COURSE?**

Are you aware about how much you already know about how businesses operate? You may watch programmes such as The Apprentice or Dragons' Den and make judgments about the marketing skill, pitches and abilities that the candidates have. You may already have your own views about what makes Alex Ferguson a good football manager or may have been impressed by Gordon Ramsey's ability to save failing restaurants. This course will enable you to build on this knowledge and examine for yourself how real businesses operate and react to changes in the environment.

### **WHAT WILL I STUDY?**

You will study a range of business subjects including; an Introduction to Business, Finance and Accounts, Marketing, Human Resources, Team Working, How to Run a Small Business and many more.

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

Over the two years you will study 12 units all of which are 100% coursework based. There are no exams on this course. You will enjoy traditional lessons, spend time working on coursework and problem solve either independently or within a group.

### **WHAT SKILLS AND SPECIAL QUALIFICATIONS DO I NEED?**

This course is 100% coursework and involves research, independent thinking and team work. You do not need any specific qualifications to join this course, just an interest in Business and a willingness to get involved in all aspects of the programme.

### **WHAT CAN I DO NEXT?**

There are lots of opportunities available on completion of the BTEC Level 3 Diploma, either in employment or at university. These include Retail, Marketing, Human Resources, Management, Financial Management or starting your own business.

### **PRIESTLEY EXTRA**

You will have the opportunity to participate in the running of your own business and to make your own profit from this. You will study and visit a range of Businesses such as Jaguar and Cadbury's World and participate in a range of visits to places such as Chester Zoo, Blackpool Pleasure Beach, Edinburgh and London - applying what you learned from these experiences to your coursework. In March 2012, there may be an opportunity for you to participate in a residential to Disneyland, Paris and attend a Business Conference.