

## Other opportunities

You will also have opportunities to develop your essential life skills of numeracy, communications and IT.

Opportunities will exist for students to successfully complete their GCSEs in Mathematics and English if they need to.

Full-time students have an afternoon each week for a range of recreational activities and students are also encouraged to participate in the Students' Union.

### Opportunities for Progression

The Business Studies course is excellent for preparing you to pursue many of the careers available in local industries. Some of our previous students are now trainee trust administrators, police officers, trainee estate agents, marketing and public relations officers.

Other successful students have progressed to university in the UK. They have studied degree courses in Business Administration, Business with IT and ICT.



### Entry Requirements

Applicants for the course should have at least four Cs at GCSE, including English and Mathematics.

If you would like to join us or wish to learn more about the course, please contact:

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Programme Manager.

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## Business

### National Diploma

## BTEC National Diploma

The National Diploma in Business is a 2-year full-time course.

The aims of the course are to introduce you to Business Studies and to help you develop a real understanding of the business world and commerce.

This Diploma is a work-related qualification at Advanced level. You will spend time on work-related assignments, often with local employers, learning about the ways in which businesses work.

During the first year you will study nine units. During the second year you will study a further nine units to complete the eighteen unit award, which is equivalent to three A Levels.

You will be expected to work in groups and also by yourself and to develop a responsibility for your own learning.

The course covers a wide range of topics including personnel, finance and marketing.

## Units studied

Some of the core units you will study during the course are:

### **Introduction to Business**

This unit will help you to understand the different activities of business and why businesses exist.

You will learn about small, medium and international businesses, their aims and objectives. You will look at the areas of a business that enable it to be a success, such as Finance, Marketing and Sales.

### **Business and Management**

You will explore what a manager does to improve the business and to ensure it meets its aims. A manager is responsible for setting targets, planning and organising staff and resources and monitoring the performance of all areas of a business. You will look at the importance of key management skills.

## Units studied

### **Creative Product Promotion**

This unit shows you how to promote products and services so that more customers will want to buy them. You will learn about advertising and selling and you will run a promotional campaign for a product.

### **Business Enterprise**

Here you will learn about what is needed to set up a new business. You will develop the plans for a business from the original idea, including the legal requirements, financing the business and your tactics for establishing the business.

**Assessment** of most of the units is through assignment work, which is set and marked by college staff. Two of the units are assessed by an integrated assignment that is set and marked externally by Edexcel.