

## Level 3 in Business



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Subject	Level	Study Mode	Duration	Start Date
Business	Level 3	Full-Time	1-2 years, depending on study route	September 2024

### The Course

This course offers exciting opportunities to gain an in-depth understanding of business principles and practice. You will develop skills, knowledge and confidence in a range of business environments and management activities, and benefit from engaging with business people and employers.

### What You Will Study

#### Year 1

- > Exploring Business
- > Developing a Marketing Campaign
- > Personal and Business Finance
- > Managing an Event
- > Market Research
- > Investigating Customer Service

#### Year 2

- > Internal Business
- > Principles of Management
- > Business Decision Making
- > Digital Marketing
- > Creative Promotion
- > Pitching for a Business
- > Training and Development

### Entry Requirements

You will need four GCSEs at grade 4/ C or equivalent, including English and Maths, or a relevant BTEC Level 2/First Diploma or equivalent. One satisfactory reference is also needed.

### Teaching and Learning Approach

You will learn through a mixture of theoretical and practical sessions, enhanced with guest speakers and trips. Previous students have enjoyed trips to Disneyland Paris, Seville and more.

### Time Required on Campus

You will usually be on campus three days per week.

### Clothing, Equipment and Additional Costs

- > Folder with dividers to organise your work and assignments

- > Stationery including notepad for use in class, pens and pencils
- > A laptop or tablet will also be useful

## Progression

Following completion of this course, you will be able to progress to degree-level study.

## Careers

Work in business management, economics, accounting, human resources, marketing, personnel, project management, finance, customer service or retail - or be your own boss through self-employment.