

Level 3 Extended Diploma

Business, Marketing & Finance

Why study this course at Cronton Sixth Form?

This course is relevant to so many students because whatever you do, you will eventually work for a business or organisation, even if it is your own. You will study the key areas of the business world across two years, which include: Economics, Accounting, Marketing, Entrepreneurship, Law and Human Resource Management.

You will be involved in hands on projects, such as planning real life business events, completing business reports, delivering presentations, producing exciting marketing campaign materials and re-branding businesses. You will also develop the skills that you will need for university, higher-level apprenticeships and employment. Through guest speakers and the many external visits on offer (including two international trips), this course will allow you to explore the exciting world of business and help you to uncover and develop the skills and attributes needed to be successful in many different business sectors.

This exciting course is dynamic, hands on and closely linked to current world business events. It is challenging, rewarding and exciting. We encourage all students to take part in both the national and international trips we offer which have included visits to Cadbury World in Birmingham, Chester Zoo and Jaguar Land Rover as well as international trips to Paris, Barcelona, Brussels and New York to name but a few! For the next academic year, we are planning a one-week residential trip to Vancouver in Canada to learn about the Canadian economy. We are extremely supportive of all our students, and the team will work hard to ensure that you realise and exceed your academic, cultural and social expectations.

All the team offer specialisms in the key areas of business and have decades worth of business knowledge and experience amongst them, including running various companies themselves. In the second year of study, students will have the opportunity to choose a

specialist pathway which could focus on key areas of business such as marketing, finance or management. Most of our students complete the course with Triple Distinction Star grades, which is the equivalent to 3 A Levels at grade A*.

What will I study?

You will study 13 units in total that will cover a wide range of business topics. You will learn about finance, marketing, human resource management, economics, business law, organisational structure and entrepreneurship to name but a few topics. You will also build your confidence in a variety of 'soft' skills such as delegation, negotiation and presenting.

How will I be assessed?

You will be assessed in a variety of ways ranging from formal written work such as reports and essays to more hands-on, vocational assessments such as presentations. You will be assessed for some of your units by the work you have produced for local businesses. For example, one of your assignments requires you to develop a re-branding strategy for a local business and present your ideas back to their board.

Opportunities

Students studying on the business courses at Cronton Sixth Form will take part in lectures with guests including CEO's of international corporations and local entrepreneurs as well as taking part in an annual Business Studies conference at college. They will also have the opportunity to go on trips to high profile organisations including to the Houses of Parliament and Jaguar Land Rover.

Over the last few years students have taken part in international trips to New York, Brussels, Paris, Barcelona and others. They have also participated in competitions including The Young Enterprise Tenner Challenge, The Inspirational Learning Group Entrepreneur Challenge and have also completed work placements with a variety of large companies in many different business sectors.

Be inspired

Work experience is an integral part of all courses at Cronton Sixth Form and each programme of study has individual requirements regarding the length of time you will spend on a placement.

The placements not only provide students with an opportunity to gain valuable experience in the workplace but can also help with university applications and inspire your future career.



Entry Requirements

A minimum of 5 GCSEs Grade 9 – 4 or numerical equivalent including a Grade 4 in English Language and Maths and a Grade 4 in another written subject.

Can I study this course if I have not taken it at GCSE?

Yes, absolutely!

Enrichment Opportunities

- International travel – Berlin 2022
- Tenner Challenge
- Conservation Club
- Young Traders
- Prestigious Studies programme
- Prestigious Universities Programme

What can this course lead on to?

You can progress to some of the very best universities in the UK with the added bonus of receiving your final grade at the beginning of July, so that you can gain your university place ahead of your results day. You can study Business on its own or combine it with Law, Economics, Accounting, Maths, Travel and Tourism, Events Management or many other subjects too.

You may decide to study 'International Business' and complete a year studying and working abroad. You could also go into a profession such as accounting, law or teaching and start to work towards your gaining a professional qualification. Other careers to consider include marketing, events management, human resources, logistics or sales; the list really is endless with a business qualification. Studying business will also give you a solid grounding and relevant experience should you decide to open your own business one day. Studying this course will open a lot of doors for you if you would like to go onto university, an apprenticeship or go directly into employment.

Any additional costs?

Most lessons take place in IT suites where students are able to access the most up to date research as well as undertake group and individual class activities. We have regular guest speakers including former Dragon's Den contestants and CEO's of local businesses. Students leave the course also having drawn up a realistic working business plan in order to be able to create their own company in the future. Students will also have the opportunity to have the experience of running their own market stall as well as gaining real-world experience planning and creating a set of branded marketing materials for local businesses. You will be expected to attend with appropriate stationery, notepad and a folder and to pay towards the cost of any trips and visits you wish to attend.

What have previous students said about this course?

"This has been an extremely useful course and I feel fully prepared for the next stage of my journey when I go to University. In particular, I have enjoyed the combination of both academic study and practical activities" – **Connor Llewellyn, Level 3 Business student**

"Studying business was absolutely the best decision I have made in my career to date. I come from a family background of business ownership and this course has allowed me to see just how much effort and time goes into running a company. I feel that studying business at level 3 has given me the skills and confidence to consider taking over the family business one day or setting up a new one" – **Halimert Secgin, Level 3 Business student**

Meet the Students

Name:
Yuel Bagcat

Previously from:
St Gregory's Catholic High School

Destination:
Lancaster University to study Business Managementt

Vocational Results:
Level 3 Extended Diploma in Business, Marketing and Finance, Triple Distinction*

