

BUSINESS, MARKETING AND FINANCE LEVEL 3



What will happen in my first week?

You will get to meet your classmates and new tutors and learn your way around the college campus. You will get set up with computer access and learn how to use our intranet system called SOLAR. You will be shown how to download assignments, submit work and check your course deadlines. We will ensure that you understand the course content and give you an insight into the units you will be studying.

Do I need to buy any equipment or kit?

You will need a folder and writing equipment in order to take notes during the lessons. You should purchase files or folders to help you organise your notes, revision and homework tasks. You will also need a calculator (your phone is OK for this).

Which modules will I study in my first term?

The Business Environment, Developing a Marketing Campaign, Personal and Business Finance, Managing an Event, International Business, Principles of Management.

What can I look forward to in my first year?

Trips which could include Liverpool Christmas Markets, Cadbury World, Chester Zoo and at least one international trip offered! You will have the opportunity to work alongside real, local businesses and develop marketing plans and advertising materials for them. You will develop your own business idea and spend the first half of the year planning how it will run and then run your own real business for one month as part of a national competition – a competition where you get to keep your profits!!!

What will my timetable look like?

You will attend college 3 days a week, spending 9.5 hours studying Business theory while developing coursework and a portfolio in classrooms, mainly using computers, with some practical work included. You will have a tutorial with your Personal Tutor to support your progress and help you prepare for university, apprenticeships, or your chosen career. Assessment includes presentations, role plays, essays, reports, posters, external exams, and financial document analysis.