

Business and Enterprise

Ideal if: you want to learn practically and specialise in an area of business of your choice.

You'll learn: recruitment and selection in business; business resources; managing a business event; business communication; business project management; developing teams; the business environment; an introduction to marketing; and supporting business activities.

Expect: to study business theories and concepts, and apply them to real situations.

You'll love: our four career pathways to choose from and specialise in: administration, HR, management and marketing.

This course gives you the opportunity to build on your skills and experience achieved at Level 2 and prepares you for a position in industry or the prospect of higher education.

You will study a range of topics including:

- Exploring Business
- Developing marketing campaigns
- Personal and Business finance
- Managing an event
- International Business

This is a two year course and all students will be continuously assessed throughout the year. There are some units that will be externally set and marked.

This practical, vocational business course will introduce you to the key disciplines of Marketing, Finance, Events Management and Human Resource Management.

The programme has been designed to involve you in all of these disciplines to prepare you for your eventual career pathway into higher education or employment.

You will not be required to wear a uniform but smart business dress is a requirement. Details will be provided at enrolment.

You will be continuously assessed throughout the course, and will be encouraged to take part in College promotional events such as open evenings where you will be able to put into practice your business and customer service skills. There are some units that will be externally set and marked.

The course offers opportunities in every employment sector, including national and local government, agriculture, finance, engineering, health, leisure, media, retail, transport and utilities.

You will also need to complete relevant work placement as part of your course. You will have support whilst at College to arrange this but it is advised to start thinking about it prior to enrolment.

Entry Requirements

A minimum of four GCSEs at grades A*-C or 4 and above, including both maths and English. Or a minimum of five GCSEs at grades A*-C including maths or English. Or an equivalent level 2 qualification in a relevant subject.

What's Next

Upon completion, you may wish to study the second year of this course. Students will need to complete year one before continuing. You may move onto a higher education course in business such as HNC/HND or seek work directly in industry or Advanced Apprenticeships.

Your Options

	Start Date	End Date	Course Level
Business (Full Time)			
Gloucester	08/09/22	30/06/24	3
Business (Full Time)			
Forest of Dean	08/09/22	30/06/24	3