



Course description

BTEC Business Studies is a vocational course which is more practical than the GCSE but still has an external assessment. BTEC Business Studies is designed to equip you with the skills and knowledge and experience which you need to work in an increasingly competitive and unpredictable economic market.

BTEC Business Studies cover a range of topics:

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| Unit 1
Enterprise in the
Business World | <ul style="list-style-type: none"> • Current business trends • Plan an idea for a new business • Present a business model |
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| Unit 2
Finance for
Business | <ul style="list-style-type: none"> • Business costs and profits • Businesses planning for success • Measuring success and improving |
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| Unit 3
Promoting a
Brand | <ul style="list-style-type: none"> • Branding and the promotional mix • Promote a brand for a business • Benefits successful branding |
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| Unit 8
Recruitment and
Selection | <ul style="list-style-type: none"> • Know job roles and functional areas • Produce documents for job roles • Interview skills and career development |
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Entry requirements

Good prior achievement and progress in English and Maths is preferred.

Key skills

Investigation and enquiry, analysis, extended writing, budgeting, independent learning, teamwork, communication, organisation, application and evaluation skills.

Cost

All resources are provided with no additional charge.

Assessment

- 25% Unit 1 – Enterprise in the Business World
- 25% Unit 2 – Finance for Business – 1 hour exam
- 25% Unit 3 – Promoting a Brand
- 25% Unit 8 – Recruitment and Selection

Units 1, 3 and 8 are internally assessed coursework which will be submitted in the summer of the year 11. Unit 2 is a 1 hour externally assessed examination which will be taken when the students are fully prepared.

Careers

Management, Accounting, Marketing, Human Resources, Retail, Public Relations, Market Research, Buyers, Banker, Presenter, Consultant, Secretary and many more.

Further education opportunities

Students successfully completing BTEC Business Studies will be prepared for AS level business, although this is not a requirement.

Enrichment & Support

- Revision support sessions.