

BUSINESS: BUSINESS BTEC

Type of Qualification: BTEC Level 2 Award in Business (Equivalent to 1 GCSE)

How it is assessed: 75% Internally Assessed Units
25% Externally Assessed Units

Course Overview:

The course takes the form of 2 mandatory units plus additional units that provide for a combined total of 30 credits. The course in Business covers the following unit areas:

- **Unit 1 – Enterprise in the Business World:** It explores what businesses do, trends that affect how they operate and the factors that influence their success. Students explore different types of business ownership and plan an idea for a realistic business start-up in the local area (*mandatory*).
- **Unit 2 – Finance for Business:** Students explore the types of costs that businesses incur, explore the ways in which the sale of products and services generate revenue and how businesses plan for success (*mandatory*).

Choice from two of the following:

- **Unit 3 – Promoting a Brand:** Students find out what it takes to build and brand and what a business has to consider when planning brand development. They consider the important role of promotion, review branding methods and techniques and are encouraged to think of ideas for a brand.
- **Unit 4 – Principles of Customer Service:** Students will develop and broaden their understanding of customer service in different businesses. They will develop their knowledge and understanding of customer needs and expectations and be given the opportunity to examine a wide range of different types of internal and external customers.
- **Unit 8 – Recruitment, Selection and Employment:** Students are introduced to the variety of job roles that exist within businesses and the various functions that are performed by individual roles. They are given the opportunity to complete person specifications and job descriptions for given job roles and complete an application for an interview for a specific job role. Students prepare their own career development plan.

The First Award in Business has been developed to:

- Encourage personal development of knowledge and skills relevant to the business world
- Give a wider understanding and appreciation of the broad range of business specialisms
- Encourage development of people, communication, planning and team-working skills
- Give opportunities to develop a range of skills and techniques, personal skills and attributes essential for successful performance in working life.

Beyond Year 11:

The successful completion of a Business course at Key Stage 4 will prepare learners for employment or further education.

