

# BTEC BUSINESS

## COURSE OUTLINE:

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### Exam Board: Pearson

The BTEC Nationals in Business combine up-to-date industry knowledge with the right balance of the practical, research and behavioural skills students need to succeed in higher education and in their careers. This course allows students to gain real experience, develop effective teamwork and take responsibility for their own learning. Learners will apply their learning through practical assessments in the form of internally assessed assignments and externally assessed tasks and written exams.

## SKILLS REQUIRED:

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Students will require a minimum of a 4 in GCSE Mathematics (due to the heavy financial content) and a 4 / Merit in GCSE / BTEC Business if studied at KS4. Students will also need to be well organised and have effective time management skills as the course is very demanding with a range of deadlines throughout the year.

This course will appeal to students who require a more a more practical, real-world approach to learning alongside a clearly explained and structured theoretical background. This will help you to develop the knowledge, understanding and skills to prepare you for the business environment. Students will be assessed with a mix of formal examination, externally marked synoptic units and internally assessed coursework.

## UNIT BREAKDOWN:

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The mandatory units students will study are:

- Unit 1: Exploring Business (internally marked assessment)
- Unit 2: Developing a Marketing Campaign (external assessed synoptic assessment)
- Unit 3: Personal and Business Finance (external 2 hour examination)
- Unit 4: Managing an Event (internally marked assessment)
- Unit 5: International Business (internally marked assessment)
- Unit 6: Principles of Management (external assessed synoptic assessment)
- Unit 8: Recruitment and Selection Process (internally marked assessment)
- Unit 14: Investigating Customer Service (internally marked assessment)

## FUTURE OPPORTUNITIES:

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- Higher Education in related field
- Higher Apprenticeships in related field
- Employment

