



# Business BTEC

## *Course Content*

This course covers the following content areas: business environments, finance and marketing.

There are also optional units which link with occupational areas, for example human resources, accounting, marketing and law.

Following this course you will gain an overview of the key ingredients for business success and the importance of innovation and enterprise to the success and survival of businesses. You will develop your own marketing campaign for a given product or service and you will explore different aspects of business finance.

## *Career Opportunities*

Business Studies is an exciting subject with real-life relevance that can relate to the workplace and life within your own independent business.

Career opportunities include: Accountancy, Banking, Business Management, Business Law, Human Resource Management, the Civil Service and Marketing, trading, management consultancy and retail buying.

## *Entry Requirements*

A\*-C at GCSE Business

Merit at BTEC Level 2 Business

If you have gained a Level 2 Pass, you may be admitted to the course following an interview by the Head of Department. The course is suitable even if you have not previously studied Business

## *Assessment*

This qualification is the Extended Certificate and is equivalent to one A Level

Four units: two externally assessed and two internal assessments

External assessment (50%)

Developing a Marketing Campaign - A task set and marked by Pearson and completed under supervised conditions. You will be provided with a case study two weeks before a supervised assessment period of three hours to complete your report

Personal and Business Finance – 2 hour written examination set by Pearson