

<u>BUSINESS STUDIES</u>	
	Qualification Level BTEC L3
	Exam Board/ Syllabus Pearson
	Contact(s) Ms Walker

Why Study This Course?

BTEC Business is an alternative to A Level Business that provides a unit-by-unit approach to gaining a recognised qualification at Level 3. The BTEC Business course covers a wide range of business related topics, such as Marketing, Finance and Human Resources, as well as providing insight into personal finance topics such as types of mortgages. As with any BTEC, a range of assessment opportunities are used. The course is ideal for someone who prefers to work consistently through a time period.

Course Content/Assessment Pattern/ Structure

This course explores how businesses work and the external environment in which they operate. There are 4 units of study, each with a separate assessment element.

- **Unit 1 Exploring Business** - an internally assessed unit, this provides an opportunity to understand the business internal and external environment through topics such as business ownership, stakeholders, communications, organisation structure, aims and objectives, external environment and business markets, innovation and enterprise
- **Unit 2 Developing a Marketing Campaign** - an externally assessed unit where students need to research and analyse a specific niche market and develop a campaign for a specific business. Topics covered include Marketing aims, budgets, timescales, market research methods and the marketing mix
- **Unit 3 Personal and Business Finance** - this unit looks at both personal finance topics such functions and roles of money, methods of payments, savings and investments, as well as business finance including cash flow, breakeven, income statements and ratio analysis
- **Unit 8 Recruitment and Selection** - students explore the process, applying this to one specific business, as well as working through the process by designing the documents needed and participating in a role play as an interviewer and interviewee.

Assessment Structure

		Assessment Format	Marks	Duration	Weighting
Unit 1	Exploring Business	3 coursework assessments	n/a	n/a	25
Unit 2	Developing a marketing campaign	2 external exams on 2 consecutive days	70	2 hours research paper 3 hour write up	25
Unit 3	Personal and Business Finance	1 external paper	80	2 hours	33
Unit 8	Recruitment and Selection in Business	2 coursework assessments including a role play activity	n/a	n/a	17

Higher/Further Education & Career Links

Business Studies by its very nature develops in students a broad and varied skills base, increasingly sought by employers. This will prove equally useful to those entering employment or continuing into Higher Education on numerous courses of study such as in Business Studies, Accountancy, Law and Economics, or other subjects combined with Management. Potential career routes include Accountancy, Law, Leisure Management, Banking, IT, Engineering, Recruitment, Sales and Marketing.

Business & Innovation	<i>English</i>	<i>Expressive Arts & Languages</i>	<i>Humanities</i>	<i>Mathematics</i>	<i>PE</i>	<i>Science</i>
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