BTEC BUSINESS

"Success in business requires learning as fast as the world is changing"

Warren Bennis

Curriculum Lead:

Mr Greenwood

wgreenwood@theferrers.org

Why study Business BTEC?

This course enables students to develop creative and analytical thinking through investigating businesses, their products, services, customers and day to day activities. The extended certificate is for learners who are interested in learning about the business sector alongside other fields of study, with a view to progressing to a wide range of higher education courses. The transferable skills learnt ensure many different courses are accessible, including higher apprenticeships. Students study a variety of units that give a broad understanding of what is like to operate within certain business parameters.

What will you study?

Year 12

Unit 1 – Exploring Business: Features of business visits; stakeholders and their influence; effective business communications; business organisation.

Unit 3 – Personal and Business Finance: Starting with the importance of managing personal finance, then the course moves onto cover how to complete the financial function for a small to medium enterprise.

Year 13

Unit 2 – Developing a Marketing Campaign: Principles and purposes of marketing; marketing aims and objectives; segmentation.

Unit 8 – Recruitment methods; looks at the way in which businesses recruit new employees. Through the creation and analysis of documents such as CV's, and job descriptions, the students will identify what makes an effective recruitment specialist.

How will you study?

You will study the course via a combination of lessons, assignments and coursework. You will be expected to work independently and complete self - study to consolidate learning and meet internal and external deadlines.

How will you be assessed?

A combination of internal assessed coursework and external examinations.

Unit 1 and 8 are internally assessed. Unit 2 and 3 are externally assessed via coursework and exam.

What do I need to study the course?

5 GCSEs grade 4 or above, including English and Maths.

Which subjects combine well with Business?

Geography, Maths, Media, BTEC Information Technology.

The Ferrers Sixth Form