

BTEC Business Studies



Why this subject?

Business and related subjects (including finance, accounting, management and economics) are among the most popular fields of study worldwide. Business touches on pretty much every aspect of modern human society and careers within business are diverse and often highly paid.

Business activity affects the daily lives of all people as they work, spend, save, invest, travel and play. Everyone will encounter the world of business, whether they work in urban or rural areas. Business Studies helps you to understand how a business functions, the role it plays in our society, the opportunities it generates, the skills it requires, and the impact it can have on your life and on society, today and in the future.

Course Outline

Year 12

Unit 1— Exploring Business: Features of different businesses and analyse what makes them successful, investigate how businesses are organised, examine the environment in which businesses operate, examine business markets and investigate the role and contribution of innovation and enterprise to business success.

Unit 3— Personal and Business Finance: Understand the importance of managing personal finance, explore the personal finance sector, understand the purpose of accounting, select and evaluate different sources of business finance, break-even and cash flow forecasts, complete statements of comprehensive income and financial position and evaluate a business's performance.

Year 13

Unit 2— Developing a Marketing Campaign: Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign, using information to develop the rationale for a marketing campaign and planning and developing a marketing campaign.

Optional Unit—Choice of various pathways including Recruitment and Selection Process, Investigating Customer Service, Market Research and the English Legal System.



Key Information

Exam Board	Edexcel
Qualification Type	BTEC National
Entry Requirements	Applied BTEC Pathway. Merit in BTEC Tech Award Enterprise (if taken).
Head of Department	Mrs R Khaira

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Assessment Outline

Year 12

Unit 1: Internal Coursework.

Mandatory unit which is internally assessed through a portfolio of evidence worth 25% of the final grade.

Unit 3: External Exam. 2 hours. 100 marks. 25% of the final grade.

Section A contains questions on personal finance

Section B contains questions on business finance

Year 13

Unit 2: External Set Task. Supervised assessment period of three hours. 70 marks. 25% of the final grade.

Mandatory synoptic controlled assessment assessed externally.

Unit (Optional): Internal Coursework.

Internally assessed through a portfolio of evidence worth 25% of the final grade.



6th form Business visit to New York

Careers and next steps

This BTEC Business course introduces you to all you need to know about working in business, providing a solid foundation for further study. You might have ambitious plans to start your own business. If that's the case, you'll find the marketing and finance topics particularly useful. Business can lead to a number of careers including Business analyst, management accountant, product manager, stockbroker, operational researcher, retail manager and many others.

The skills you learn are transferable across a broad range of subjects and careers. Whatever you choose to do in the future, you'll find that the things you learn in this course will help. For example, you'll probably work with lots of different people, so knowledge of motivational theory will help you to work well with others and help them achieve their potential.

A number of our BTEC Business students have gone on to study specialist Business degrees at University including Marketing, Accounting and Business Management and some have gone directly into apprenticeships within local