

# Sixth Form Admissions 2020

## Curriculum Information

### Addendum

## Business Studies (BTEC)



### What is BTEC Business Studies?

The topic areas that underpin business include human resource management, finance, marketing and business information management. Studying business gives students the opportunity to study these business sectors and have an insight into possible career paths in the future.

### Why study BTEC Business Studies?

The BTEC Level 3 National Extended Certificate in Business is an Applied General qualification. It is for post-16 students who want to continue their education through applied learning and who aim to progress to higher education and perhaps ultimately to employment in the business sector.

The qualification is equivalent in size to one A-level and aims to provide a coherent introduction to study of the business sector.

This course will appeal to those students who:

- want to know how businesses work and succeed;
- may have completed GCSE courses in Business Studies and wish to further their studies;
- wish to develop strong problem-solving skills;
- wish to work collaboratively and develop good interpersonal skills;
- are keen to develop good self-management and the resilience to complete independent learning;
- are motivated by innovative and new ideas;
- want to keep their options open - Business can be combined with a wide range of other subjects.

### What type of student chooses BTEC Business Studies?

You do not need to have studied Business Studies at GCSE to study the BTEC Business Studies. If you have studied the subject before, some topics will be familiar to you, but the core topics will be covered in much more detail. You will also carry out research on large companies and complete coursework assignments on businesses that are of interest to you. You should:

- be interested in why and how different businesses have been set up and what makes them successful;
- have an interest in the financial decisions a business makes;
- be interested in how new products are brought to market and what entices us to buy them;
- be interested in who is the best candidate for a job and why recruiting the right staff is so important.

### What are the career/higher education prospects?

Prospects for higher education and employment following a BTEC Business Studies course are very good. The BTEC attracts UCAS points in a similar way to A-level subjects. It is excellent preparation for university as students have shown themselves to be resilient and have the ability to self-manage. Here are a few examples of courses BTEC Business students commonly go on to study:

- Business and Management
- Management and Sport
- Sales and Marketing
- Human Resource Management
- Accounting
- Fashion and Marketing



## What aspects of the subject will I be studying?

### Unit 1 – Exploring People

- Features of different businesses and analysis what makes them successful
- The environment in which businesses operate
- Business Markets
- Innovation and Business success

### Unit 2 – Developing a Marketing Campaign

- The role of Marketing
- Influences of Marketing Activity
- Planning a Marketing Campaign

### Unit 3 – Personal and Business Finance

- Managing Personal Finance
- Personal Finance Sector
- Purpose of Accounting
- Sources of Business Finance
- Break Even and Cash Flow
- Financial Statements

### Unit 8 – Recruitment and Selection

- How recruitment and selection can lead to business success
- Undertake a recruitment activity
- Reflect on the recruitment process and your individual performance

## How will I be assessed throughout the course?

Unit	Internal/External Assessment	Exam/Coursework
1. Exploring Business	Internal Assessment	Coursework
2. Developing a Marketing Campaign	External Assessment	Coursework
3. Personal and Business Finance	External Assessment	2 Hour Written Exam
8. Recruitment and Selection Process	Internal Assessment	Coursework

Please note that given the nature of the regular coursework in BTEC, all students should bring a laptop to their lessons.

## What co-curricular opportunities are there within this subject?

Students will have the opportunity to visit local businesses, including Jaguar Land Rover in Solihull. There will also be the opportunity to participate in an Enterprise Scheme.

**Board:** Pearson

**Subject:** Business Studies BTEC

**Code:** 601/7159/5

*"If you enjoy keeping up with current events, then Business Studies will seem like second nature and you'll enjoy it. It gives you a better understanding of the world around you and opens doors to careers ranging from accountancy to banking services."*



### Princethorpe College

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