

Business Studies



Qualification: BTEC Level 1/2
Equivalent to: 1 GCSE (grade 9-1)

Business will give you a firm understanding of the world of business and will be useful no matter what you do in the future. You will spend time looking at modern day businesses and how they go about organising their activities. You will start appreciating how and why someone may decide to start their own business and look at what makes businesses successful in today's world. Learning activities are varied and we try to give students an opportunity to start up their own mini enterprise.

Course Content

The course is split into 4 units:

Unit 1 – Enterprise in the Business World

Unit 2 – Finance for Business

Unit 3 – Promoting a Brand

Unit 4 – Principles of Customer Service

Assessment

Units 1, 3 and 4 are internally examined through a series of course work tasks. Unit 2 is assessed by an external examination.

Work is graded at Level 2 with a Pass, Merit or Distinction, or at a Level 1.

Who would enjoy and be successful on the course?

If you have an inquisitive mind and want to be successful in the work place you would enjoy this course. If you have ever wondered how and why people set up their own business; what the benefits and drawbacks of running your own business are; how businesses promote their products and services, and how they finance their enterprise, then this could be an ideal course for you.

However, this subject is more than just about how you could make your millions. There are many new key terms to understand and learn, and there is an examined unit on Business finance that may test your mathematical ability.

Progression – Sixth Form / Further Education / Careers

After taking this course you could continue on to the Sixth Form to study a Level 3 Business course. You will also find what you have learnt useful if you go onto an apprenticeship or vocational training scheme at college. Business and management degrees are popular university options.