



# Saint Cecilia's

## Church of England School

"Glorifying God through outstanding, enjoyable education"

## BTEC Business Studies

### **Business at Key Stage 4 Years 10 and 11 – BTEC First Award in Business Level 2**

Year 10 pupils will be studying the new specification. This course has a much more practical content than a GCSE course and it is assessed through coursework, all of which is completed in lesson. The course is made up of four units of study and there are two core units:

#### **Unit 1: Enterprise in the business world**

In this unit students explore the key introductory business theory, whilst using their own creativity and entrepreneurial skills to apply that theory to their own business idea. The unit is designed to inform and inspire the students to develop their own realistic business models and demonstrate them in the form of an internal assessment.

#### **Unit 2: Finance for business**

This unit will prepare students with the essential financial principles that underpin successful business. The unit introduces learners to types of costs businesses incur, from the initial start-up costs to the on-going daily expenditure of running a business. The students will also be introduced to financial planning tools of budgeting and cash flow forecasting and how to measure the results using financial statements like profit and loss and balance sheet. This unit is different as it will be externally assessed through online testing. The remainder of the qualification consists of specialist units. Specialist units are sector specific and focus on a particular area within that sector.

#### **The Optional units we chose are:**

#### **Unit 4: Principles of customer services**

This unit develops and broadens the students understanding of customer service in different businesses. They develop their knowledge and understanding of customer needs and expectations and are given the opportunity to examine a wide range of different types of internal and external customers. They will also develop an understanding of how businesses set internal policies and procedures to ensure that staff maintain customer service standards.

#### **Unit 3: Promoting a brand**

Students will investigate the importance of branding to a business, the types of branding that are available and why businesses need to review and update their brands.

### **BTEC Level 3 National Business**

#### **Pearson BTEC Level 3 National Diploma in Business**

#### **Who is this qualification for?**

The Pearson BTEC Level 3 National Diploma in Business is an Applied General qualification. It is for post-16 learners who want to continue their education through applied learning and who aim to progress to higher education and ultimately to employment in the business sector. The qualification is equivalent in size to two A Levels, and it has been designed as a full two-year programme, normally taken alongside a further Level 3 qualification.

### **What does this qualification cover?**

The content of this qualification has been developed in consultation with academics to ensure that it supports progression to higher education. In addition, employers and professional bodies have been involved and consulted in order to confirm that the content is appropriate and consistent with current practice for learners planning to enter employment directly in the business sector.

The qualification gives learners the knowledge, understanding and skills that underpin the business sector that will prepare them for further study or training. This includes the opportunity for learners to choose two units from a selection of options to supplement the mandatory units which reflect the key topics in business:

- marketing
- business environments
- international business
- management
- finance

### **What could this qualification lead to?**

The qualification is recognised by higher education institutions as fully meeting admission requirements to many relevant courses in a variety of areas in the business sector, as single or joint programmes at degree, foundation degree or HND level. When studied with other qualifications in the study programme, learners can progress to higher education on combined courses.. After this qualification, learners can progress directly to employment, however it is likely that many will do so via higher study. Areas of employment include junior business roles in marketing, administration, finance, events management, HR, marketing and other related areas in the business sector, including higher apprenticeships.

## **The Pearson BTEC Level 3 National Extended Certificate in Business**

### **Who is this qualification for?**

The Pearson BTEC Level 3 National Extended Certificate in Business is an Applied General qualification. It is for post-16 learners who want to continue their education through applied learning and who aim to progress to higher education and 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.

### **What does this qualification cover?**

The content of this qualification has been developed in consultation with academics to ensure that it supports progression to higher education. Employers and professional bodies have been involved and consulted in order to confirm that the content is appropriate and consistent with current practice for learners planning to enter employment directly in the business sector.

### **The learning programme covers the following content areas:**

- business environments
- finance
- marketing

The optional units have been designed to support choices in progression to business courses in higher education and to link with relevant occupational areas:

- human resources
- accounting
- marketing
- law

### **What could this qualification lead to?**

The qualification carries UCAS points and is recognised by higher education providers as contributing to meeting admission requirements for many courses if taken alongside other qualifications as part of a two year programme of learning. It will support entry to many higher education courses, depending on the other qualifications learners have taken. The qualification can also support progression to employment directly, or via an apprenticeship.