

Subject:

BTEC Business

BTEC Business Intent:

Our Exam Board is: Pearson

The Business Studies department aims to provide our students with an understanding of how the businesses all around us operate and the impact they have on our economy and our society. Students are encouraged to think as business people and leaders, to see new business opportunities and strategies for success in the context of current events and a business environment that is constantly changing.

The Big Questions...

Year 12	Year 13
<p>Unit 1: Exploring Business:</p> <ul style="list-style-type: none"> - What makes a successful business? Why do we need businesses? Who can influence what a business does and how can they do this? How does the economy affect a business? How have businesses changed? What makes a business innovative? <p>Unit 3: Personal & Business Finance:</p> <ul style="list-style-type: none"> - How can you manage your own money? Will we stop using cash? Do we need banks? - How do businesses record their financial transactions? Where do businesses get their money from? What happens if a business doesn't make a profit? Is profit the best way to judge the success of a business? 	<p>Unit 2: Developing a Marketing Campaign:</p> <ul style="list-style-type: none"> - What information do businesses know about their customers? How do they find this out? What makes a good marketing campaign? What is more important to customers: price or quality? How do businesses persuade us to buy their products? Can you create an effective marketing campaign? <p>Unit 8: Recruitment & Selection Process:</p> <ul style="list-style-type: none"> - How do businesses find the right staff? What makes a good employee? What laws do businesses have to follow when they are finding people to work for them? Are people the most important resource a business has? Will technology eventually replace employees? Can you persuade an employer that you are the best person for the job?

What skills will I develop?

In a world where competitive advantage in the career market is of growing importance, BTEC Business is a vocational subject that directly relates to the world of work. It is a subject area that keeps your options open, both for further study and for your chosen career.

You will gain valuable, transferable skills such as independent research skills, detailed written and verbal communication, problem solving and time management. These skills can be used in any career or in running your own business.

How will I be assessed?

Students are assessed formally in each unit throughout Year 12 and Year 13:

- Unit 1 and Unit 8 are internally assessed coursework units. Students complete assignments which are then graded as either a Pass, Merit or Distinction
- Unit 2 is an externally assessed assignment task. Students receive an assignment task from the exam board two weeks before the assessment to carry out research. Students then complete a three-hour supervised assessment.
- Unit 3 is a two-hour written exam.

Points are awarded for the grade (Pass, Merit or Distinction) awarded in each unit. The points are then combined to give an overall final grade for the course of either a Pass, Merit, Distinction or Distinction*.

What great resources can I use?

- <https://www.tutor2u.net/business/reference> - every possible Business Studies revision material, test, video and example you could think of! This comes highly recommended for A Level students.
- <https://www.senecalearning.com> an excellent online revision tool.

Three ways that parents/carers can help...

1. There are brilliant shows on Netflix and terrestrial TV that will deepen student understanding. "The founder" (Netflix), The Apprentice (BBC), Dragons Den (BBC), Undercover Boss (Channel 4) and "Steve Jobs" (Netflix) should inspire students to look deeper into the world of business.
2. Encourage your child to read the business news online (The Guardian, BBC, Sky Business etc) or in newspapers and discuss the stories with them to share their thoughts.
3. Encourage and help your child to set a budget for their personal finances.