

BTEC Business (Diploma)

What is BTEC Business?

The course is equivalent to **TWO** A Levels and students receive UCAS points on a similar basis to other A Levels. The course is graded from Distinction* to Pass.

Why study BTEC Business?

The BTEC Diploma gives students a strong practical grounding in business issues and enables students to focus on a wider range of Business topics. This double award encourages students to develop a practical problem solving approach. Assessment utilises a range of methods – coursework, externally assessed projects and examination.

What makes a successful BTEC Business student?

Students of BTEC Business should have a keen interest in the business world and an enquiring mind. Students also need to be self-motivated and organised in order to keep on top of assessment deadlines. Students will be devoting two thirds of their timetable to Business so should have a clear interest in the subject and the skills taught.

To study this course, what qualifications will I need and in which subjects?

There are no specific prerequisites for the course but students will need to produce quite lengthy projects which will require a good level of written English. A grade 4 in GCSE English is required.

What is the structure of the course?

Year 12	Year 13
Exploring business. A wide range of business structures are investigated. Topics include enterprise skills, legal issues, the economy and stakeholder groups.	Managing an Event. A practical unit where students plan, coordinate, participate in and evaluate a business or social enterprise event.
Assessment – Coursework	Assessment - Coursework
Developing a marketing campaign. Students gain marketing skills. Issues covered include market research, the marketing mix, timescales and budgeting.	International Business. This unit focuses on strategies for growth and considers globalisation, trade, cultural factors and finance for multinational businesses.
Assessment – Research assignment (externally marked)	Assessment - Coursework
Personal and business finance. Topics include personal finance, consumer protection, breakeven, ratio analysis (profitability, liquidity, etc.) and financial documents.	Principles of Management. Topics include functions and styles of management and leadership, culture, human resource issues and the impact of change.
Assessment – Examination	Assessment – Research assignment (externally marked)
Recruitment and selection. Students prepare recruitment documents and participate in role play job interviews. Students evaluate their own performance.	Optional Unit - chosen based on the interests and skills of the group. Options include work experience, digital marketing, employment law, pitching for new business.
Assessment – Coursework	Assessment - Coursework

What opportunities are there for me to study beyond the classroom?

Wherever possible, students are encouraged to develop links with businesses in the local area. Recent visits have included Banham Zoo, Adnam's brewery, The English Whisky Company and the Theatre Royal.

What kind of career does this subject/qualification prepare me for?

A career in business is often varied; students have moved on to a number of destinations including, accounting, retail management, engineering, higher level business courses at college and university and apprenticeships.