

Business

BTEC

EXAM BOARD Edexcel

ASSESSMENT

COURSE CONTENT

Component 1: Exploring Business

In this introductory unit, learners study the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive.

Component 2: Developing a Marketing Campaign

Learners will gain skills relating to, and an understanding of, how a marketing campaign is developed. You will explore different stages of the process that a business goes through when developing its campaign and develop your own campaign for a given product/service.

Component 3: Personal and Business Finance

Learners study the purpose and importance of personal and business finance. They will develop the skills and knowledge needed to understand, analyse and prepare financial information.

Component 4: Recruitment and Selection Process

Learners explore how the recruitment process is carried out in a business. The unit gives learners the opportunity to participate in selection interviews and review their performance.

Component	Assessment	Duration	Weighting
Component 1	Assignment	N/A	25%
Component 2	Set task	3 hours	25%
Component 3	Written exam	2 hours	33%
Component 4	Assignment	N/A	17%

CAREER OPPORTUNITIES

A BTEC Level 3 in Business can lead to a number of opportunities, including a similar course at university, an apprenticeship, employment in an organisation or even the opportunity to run your own business. There are a wide range of progression opportunities available to you when you complete the course.

Areas of study, an apprenticeship or employment could include; Business Studies, Business Management, Event Management, Retail, Sales, Finance and Accounting; Business Law; Marketing and Advertising; Administration; Human Resources.

