

# BUSINESS STUDIES

## BTEC Level 1/2 First Award

### Content of the Course

- Unit 1—Enterprise in the Business World (Core/Internal)
- Unit 2—Finance for Business (Core/External)
- Unit 3—Promoting a Brand (Optional/Internal)
- Unit 4—Principles of Customer Service (Optional/Internal)

### Skills Students Will Learn

- How trends and the current business environment impact on businesses
- How to plan and present a business model for a business start-up
- To understand the costs involved in business and how businesses plan for success
- To explore the use of branding and the promotional mix in business
- To develop and promote a brand for a business
- To understand how businesses provide customer service and demonstrate

### Assessment

120 guided learning hours.

Externally assessed finance unit.

The assessment approach taken in internally assessed units allows learners to receive feedback on their progress throughout the course as they provide evidence towards the assessment criteria.

Evidence for assessment may be generated through a range of diverse activities, including assignment and project work, case studies, workplace assessment, role play and

### What A Level Courses or Equivalent Does This Lead To?



### Careers Related to This Subject

There are so many careers that involve Business Studies that it would be impossible to list them all. It is fair to say that an understanding of basic business concepts would be useful for anyone in employment or seeking to start their own business. The first year of the course is spent looking at new businesses and entrepreneurs and would be ideal for those considering starting their own venture in the future. The course then investigates larger businesses and would be ideal for those seeking a career in:

- Management
- Accounting
- Retail
- Events Organisation
- Not-for-profit organisations, such as charities and government

