



BTEC Business

Year: 12/13

“Success is not final; failure is not fatal; it is the courage to continue which counts.”

Winston Churchill

Course Content

Students will learn about different aspects of setting up a business and what makes a business successful. This is done in a combination of traditional exam assessments and student produced assignments. The topics include marketing and finance modules as well as customer service. The emphasis is on relating real life business scenarios to meet assessment requirements.

Skills developed

- Students are introduced to basic business concepts of setting up different types of businesses and looking at what requirements they have to make them successful.
- Further development in managing finances in this qualification allows the student to assess the financial situation of given organisations and recommend solutions to any problems encountered.
- Students also get a chance to produce a promotional campaign for a given scenario as well as investigate the importance of customer service for a given organisation.

Topics covered

Unit 1: Exploring Business

Work-based assignment looking at two different businesses.

Unit 2: Promotion

Examination based around production of a marketing campaign for a given scenario.

Unit 3: Finance

Examination based around personal and business finance.

Unit 4: Customer Service

Work-based assignment investigating customer service for a chosen industry.

For more information

Mr P Stevens

pdstevens@wetherbyhigh.co.uk

