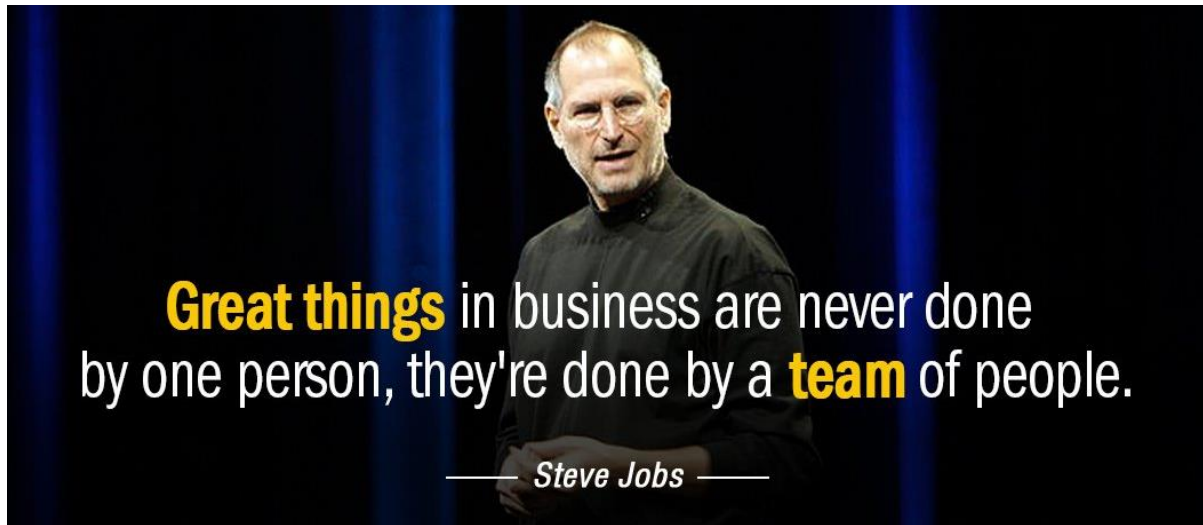


BTEC Business – Subject Information Sheet



Method of assessment (externally assessed units are underlined)

9 units are internally assessed by submitting assignments. 4 units are external examinations.

- | | |
|--|-------------------------------------|
| ⇒ Exploring Business | ⇒ Recruitment and Selection Process |
| ⇒ <u>Developing a Marketing Campaign</u> | ⇒ Team Building in Business |
| ⇒ <u>Personal and Business Finance</u> | ⇒ Digital Marketing |
| ⇒ Managing an Event | ⇒ Market Research |
| ⇒ International Business | ⇒ Creative Promotion |
| ⇒ <u>Principles of Management</u> | ⇒ Investigating customer service |
| ⇒ <u>Business Decision Making</u> | |

Description of the course

BTEC Business is a popular course that is firmly grounded in the reality of the dynamic business environment and enables students to fully immerse themselves into the discipline. The programme aims to provide students with an in depth and well-rounded understanding of the operations and structures of businesses and also to equip students with the skills required to succeed in employment, continued education or at university. The course will involve businesses in the public, private and voluntary sectors. The course comprises of 13 units; 4 units are assessed by either external examination or controlled assessment. The remaining units are internally assessed (and externally verified) coursework assignments.

Educational Progression and Career Opportunities.

What possible careers or degree subjects would BTEC (subject) be useful for?

- | <u>Careers</u> | <u>Careers</u> | <u>Degrees</u> |
|--------------------|----------------------------|------------------------|
| ⇒ Event managers | ⇒ Human resources officers | ⇒ Business Management |
| ⇒ Strategic buyers | ⇒ Marketing manager | ⇒ Business & Marketing |
| ⇒ Entrepreneurs | ⇒ International trade | ⇒ Business & Finance |
| ⇒ Business manager | ⇒ Business lawyer | ⇒ Business & Law |

Want to find out more? Here are some useful websites and resources to use.

- <https://www.bloomberg.com/europe>
- <https://www.businessinsider.com/international?r=US&IR=T>
- <https://www.cnn.com/world/?region=world>
- <https://www.ft.com/>
- <https://www.forbes.com/>
- <https://www.marketwatch.com/>
- <https://www.udemy.com/>
- <https://www.wsj.com/>
- <https://www.tutor2u.net/business>