

Business

BTEC First Award

Edexcel

Structure and Specification

4 units of equal standard taken over two years. The final qualification at Merit, Distinction or Distinction* Grade is equivalent to 1 GCSE Grade A-C.

Syllabus details – BTEC/Edexcel/600/4786/0

What does the course include?

This course covers a range of general and specialist Business units. It has been developed in the business sector to encourage personal development of knowledge and skills relevant to the business world through practical participation in a range of vocational business activities. It will also encourage you to develop your people, communication, planning and teamworking skills.

Year 10

Unit 1: Enterprise in the Business World

In this unit you will:

- Know how trends and the current business environment may impact on a business
- Plan an idea for a new business
- Present a business model for a business start-up.

This unit is assessed internally via a portfolio of work.

Unit 3: Promoting a Brand

In this unit you will:

- Explore the use of branding and the promotional mix at Cadbury's
- Develop and promote a brand for Cadbury's.

This unit is assessed internally via a portfolio of work.

Year 11

Unit 2: Finance for Business

In this unit you will:

- Understand the costs involved in business and how businesses make a profit
- Understand how businesses plan for success
- Understand how businesses measure success and identify areas for improvement.

This unit is externally assessed via an examination

Unit 8: Recruitment, Selection and Employment

In this unit you will:

- Know about job roles and functional areas in business
- Produce documentation for specific job roles
- Demonstrate interview skills and plan career development.

This unit is assessed internally via a portfolio of work.

How will I learn?

Class work will take a variety of forms: learning new concepts and applying them through a range of activities, individual, paired and group work focused on different aspects of the course, directed research, reading from a range of materials and creating displays. You will be developing your writing both in structured and unstructured formats, learning how to draw information from a wide range of sources and to give presentations.

How will my work be assessed?

3 Units will be assessed by portfolio assignments and 1 unit will be assessed via an external examination.

What skills will I need to be successful in this subject?

This course suits people who are prepared to work individually and part of a team. Motivation is important as you will sometimes need to work on your own, in your own time, as well as under supervision. You need to have good research and time management skills. Finally having a genuine interest in Business and related topics is essential for success.

What are the opportunities after this course in order to progress to the next level?

It will give you the opportunity to enter employment in the business sector or to progress to other vocational qualifications, such as the Edexcel BTEC Level 3 Nationals in Business. It will also give you the opportunity to develop a range of skills and techniques, personal skills and attributes essential for successful performance in working life.