



BTEC Nationals is a demanding courses, equivalent to 2 'A' levels and attract the same UCAS points for university. If you would like to specialise in business, you would make a good decision by studying for **the BTEC Diploma in Business**.

Learners may progress to higher education university courses in a variety of areas in the business sector, at degree or HND level. Or you may progress directly to employment such as junior business roles in marketing, administration, finance, events management, HR and other related areas in the business sector, including higher apprenticeships.

The course will cover most aspects of how businesses are run and managed. The BTEC Nationals in Business have been developed in the business sector and is appropriate for career qualifications in these employment areas. It gives students the opportunity to gain a nationally recognised vocational specific qualification to enter employment in the business.

Successful students will be organised, independent learners who are prepared to spend a lot of time researching topics and businesses. Students will get a 'hands on' and practical approach to learning Business Studies.

The course is assessed through coursework, tasks and exams. Over the two years you will complete 8 Units.

#### **In Year 1**

**Unit 1 Exploring Business** (Coursework internally assessed). Learners study the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative.

**Unit 2 Developing Marketing campaign** (Task externally assessed case study – over 2 weeks). Learners will gain skills relating to, and an understanding of, how a marketing campaign is developed.

**Unit 3 Personal and Business Finance** (Examination two-hours). Learners study the purpose and importance of personal and business finance.

**Unit 8 Recruitment and Selection** (Coursework internally assessed). Learners explore how the recruitment process is carried out in a business. The unit gives learners the opportunity to participate in selection interviews.

#### **In Year 2**

**Unit 5 International Business** (Coursework internally assessed). Learners study how UK businesses develop strategies to trade globally, and will also consider the factors that influence the implementation of these strategies.

**Unit 4 Managing an Event** (Coursework internally assessed) Learners will work as part of a small group to plan, coordinate and manage a business or social enterprise event and evaluate the skills gained.

**Unit 6 Principles of Management** (externally assessed case study over 2 weeks) – This unit enables learners to understand how the role of management and leadership in the workplace contributes towards business success.

#### Useful website/further reading

- <http://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html>
- <http://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.resources.html#filterQuery=category:Pearson-UK:Publisher%2FPearson>

