



Btec Level 2 First Certificate in Business

Induction Booklet 2026/27

100 UK Brands



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1. Course Overview

- **Qualification :** BTEC First Certificate in Business (Level 2)
- **Equivalent to :** 2 GCSEs
- **Total Units :** 7 units (5 internal and 2 external units). All units are mandatory

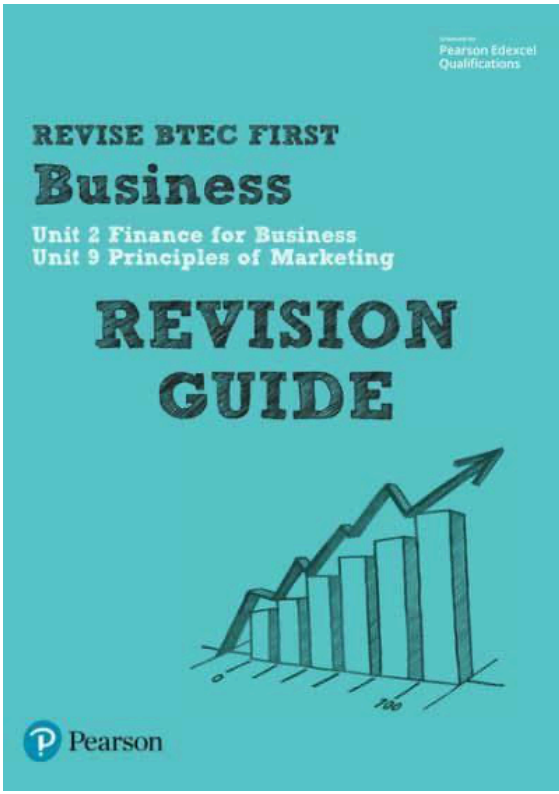
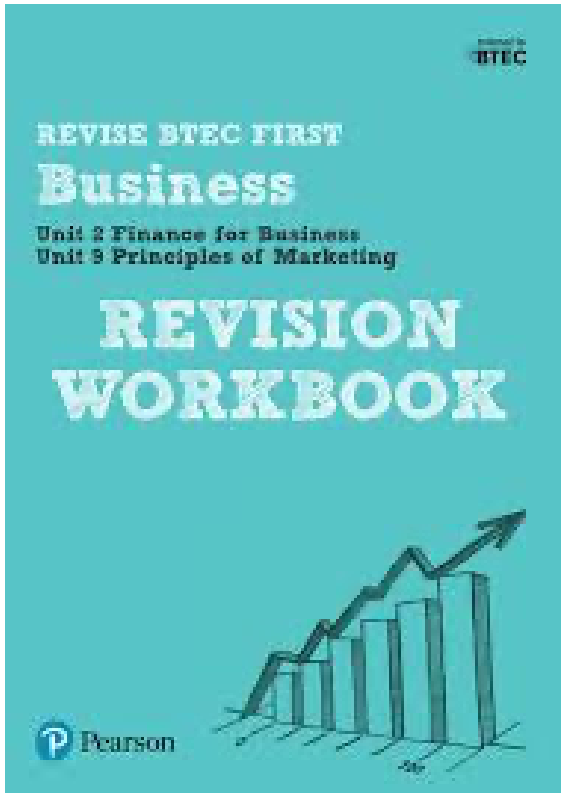
Breakdown

Mandatory Content: 100%

COURSE OUTLINE	Guided Learning Hours (Total 240 LH)
Unit 1 - Enterprise in the Business World <i>(internal assignment, marked by your teacher)</i>	30
Unit 2 - Finance for Business <i>(external task/exam set by Pearson, marked by exam board)</i>	30
Unit 3 - Promoting a brand <i>(internal assignment, marked by your teacher)</i>	30
Unit 8 - Recruitment, Selection & Employment <i>(internal assignment, marked by your teacher)</i>	30
Unit 9 - Principles of Marketing <i>(external task/exam set by Pearson, marked by exam board)</i>	30
Unit 13 - Financial planning & Forecasting <i>(internal assignment, marked by your teacher)</i>	30
Unit 18 - Small Business Planning <i>(internal assignment, marked by your teacher)</i>	60

2. Essential resources

- **Textbook:** Required (available via Waterstones, Amazon, etc.) or you can purchase these from the business department. See Ms O'Rourke for this.
- **News:** Regularly follow BBC, Sky, or Channel 4 business news
- **Recommended Apps:** BBC News app
- **Websites:**
 - [BBC Business News](#)
 - [Seneca Learning](#)
 - [Tutor2U Business](#)
 - [Pearson BTEC Business](#)
 - [Bee Business Bee \(@beebusinessbee\) / X](#)
 - [Bizconsesh - YouTube](#)

	
<p>Revision Guide</p>	<p>Revision Workbook</p>

3. Coursework and Exams

- Students will work on **2-3 concurrent units** at any time
- **Internal assignments** marked by teachers

- **External exams** set and marked by Pearson

4. Developing business acumen

Developing strong business acumen is crucial for success in this course and beyond. It involves staying informed about current events, understanding how businesses operate globally and locally, and learning how economic, political, and technological changes impact the business landscape.

Students are encouraged to:

- Watch business-related TV programmes such as Dragons' Den, The Apprentice, and Panorama.
- Listen to podcasts that explore market trends and business leadership.
- Follow financial and business news regularly to build awareness of real-world developments.
- Discuss business stories at home and apply classroom theory to current events.

Recommended Resources for Building Business Awareness

- BBC Business News: [Business | Latest News & Updates | BBC News](#)
- Seneca Learning: [Seneca](#)
- Tutor2U Business: [Business | tutor2u](#)
- Pearson BTEC Business: [Pearson BTEC Nationals Business \(2016\)](#)
- The Financial Times (student access may be available through your school)

5. Specification

[BTEC Firsts Business \(2018\) | Pearson qualifications](#)

You must familiarise yourself with the specification for this course. The specification will include:

- Unit titles
- Topics
- Criteria
- Notes on how to achieve each criteria

6. Expectations

- **Attend all lessons punctually and be prepared with necessary materials.**
- **Meet all coursework deadlines to avoid receiving a U (Unclassified) grade.**
- **Engage actively in class discussions and group activities.**
- **Stay informed about current business news and relate it to your studies.**
- **Submit original work and avoid any form of plagiarism or malpractice.**
- **Use feedback from teachers to improve and strive for the highest possible grade.**
- **Respect your peers, teachers, and the learning environment.**
- **Check Google Classroom regularly for assignments and important announcements.**
- **Seek help from your teacher if you do not understand a topic.**
- **Complete any PREP work set by your teacher.**
- **Take responsibility for your learning and be proactive in completing tasks.**

- **Wear formal business attire on designated days or when required.**
- **Do not eat or drink (except water) during lessons.**
- **Mobile phones must be put away during class time. You will be asked to hand your phone in if you are seen to be using it during lesson time. Failure to hand in your mobile phone will result in a behaviour point, on-call and phone call home.**
- **Maintain a professional attitude suitable for a business learning environment.**
- **Headphones, earphones and airpods must be away. You are not permitted to listen to music in class.**

7. Year 12 Curriculum Plan



**Holy Family Catholic School Curriculum
Overview Year 12 – BTEC Level 2 First
Certificate in Business - September
2026 to July 2027**

	Curriculum Content- YEAR 12	Suggested Reading or Extension Activities
Half Term 1 (Sept-Oct)	<p><u>Unit 2 - Finance for Business</u></p> <p>In this unit the learner will develop knowledge of the fundamental areas of business finance. They will learn about the costs involved in business and how a business makes a profit, how a business plans for success and to avoid financial difficulty, and how to put together financial statements.</p> <p>This unit is externally assessed Taught by: Mrs Akinsanya</p> <p><u>Unit 8 - Recruitment, Selection & Employment (Assignment 1 & 2)</u></p> <p>In this unit you will be introduced to the variety of job roles that exist within businesses and the various functions that are performed by individual roles, as well as the types of organisational structures used in businesses.</p> <p>You will discover that there are a number of important roles in any business which have to be performed effectively for that business to be successful. Businesses use person specifications and job descriptions to ensure that they recruit the best people to fill job vacancies. You will be given the opportunity to complete these important documents for given job roles and will also have the opportunity to complete an application and an interview for a specific job role.</p> <p>This unit is internally assessed Taught by: Ms O'Rourke</p> <p><u>Unit 9 - Principles of Marketing</u></p> <p>In this unit, learners investigate the key principles involved in marketing planning, including identifying markets, the marketing mix and market research. This unit is both mandatory and externally assessed as it is key for any learner wishing to progress in the business world to have a fundamental knowledge of markets and their behaviour.</p> <p>This unit is externally assessed</p>	<ul style="list-style-type: none"> ● Seneca (Unit 2 and Unit 9) ● https://senecalearning.com/en-GB/ ● Tutor2u-business ● BBC business news ● Btec First Revision Guide and Workbook

	<p>Taught by: <u>Ms O'Rourke</u></p>	
<p>Half Term 2 (Nov-Dec)</p>	<p>*Revision for exams in January (Unit 2 and Unit 9)</p> <p>Unit 2 - Finance for Business Preparation for January examination Taught by: <u>Mrs Akinsanya</u></p> <p>Unit 8 - Recruitment, Selection & Employment (Assignment 3) Taught by: <u>Ms O'Rourke</u></p> <p>Unit 9 - Principles of Marketing Preparation for January examination Taught by: <u>Ms O'Rourke</u></p>	<ul style="list-style-type: none"> ● Seneca (Unit 2 & 9) ● https://senecalearning.com/en-GB/ ● Tutor2u-business ● Teacher study packs ● BBC business news ● Btec First Revision Guide and Workbook
<p>Half Term 3 (Jan-Feb)</p>	<p>*Revision for exams in January (Unit 2 and Unit 9)</p> <p>Unit 13 - Financial Planning & Forecasting (Assignment 1) Learners study the purpose and importance of business finance. They will develop the skills and knowledge needed to understand, analyse and prepare financial information.</p> <p>In this unit, you will examine the concept of breakeven analysis and come to understand why businesses use it as a tool to make important future decisions, e.g. making changes to costs or prices. Throughout you will have the opportunity to apply your knowledge and understanding of financial planning and forecasting to realistic business scenarios.</p> <p>This unit is internally assessed Taught by: <u>Mrs Akinsanya</u></p> <p>Unit 3 - Promoting a brand (Assignment 1 & 2)</p> <p>In this unit, you will find out what it takes to build a brand and what a business has to consider when planning brand development. You will investigate the importance of branding to a business, the types of branding that are available and why businesses need to review and update their brands.</p> <p>You will consider the important role of promotion and its place within the marketing mix. You will</p>	<ul style="list-style-type: none"> ● Tutor2u-business ● Teacher study packs https://www.twoteachers.co.uk/ ● Btec First Revision Guide and Workbook

	<p>discover that promotion is a communication process, involving the sending and receiving of messages via a particular medium. It is not enough to have excellent products on offer at competitive prices; the benefits of these products must be clearly communicated to customers in order to encourage sales and, ultimately, make a profit.</p> <p>You will review branding methods and techniques and consider how businesses promote their brand images. You will be encouraged to think of ideas for a brand and gain skills in developing promotional activities such as objective setting, selecting an appropriate promotional mix and justifying the choices you make when planning a promotional campaign for a brand.</p> <p>This unit is internally assessed Taught by: <u>Ms O'Rourke</u></p>	
<p>Half Term 4 (Feb-Mar)</p>	<p>Unit 13 - Financial Planning & Forecasting (Assignment 2) This unit is internally assessed Taught by: <u>Mrs Akinsanya</u></p> <p>Unit 3 - Promoting a brand (Assignment 3) Taught by: <u>Ms O'Rourke</u></p> <p>Unit 1 - Enterprise in the Business World Taught by: <u>Ms O'Rourke</u> This unit introduces learners to the world of business – how businesses work, what they do, trends that affect them, how they operate and the factors that could determine whether they are successful or not. The unit also allows learners to develop their entrepreneurial skills while developing a business idea for their local community. This unit is internally assessed Taught by: <u>Ms O'Rourke</u></p>	<ul style="list-style-type: none"> • Seneca https://senecalearning.com/en-GB/ • Tutor2u-business • BBC business news • Btec First Revision Guide and Workbook
<p>Half Term 5 (Apr-May)</p>	<p>*Revision for exams in May (Unit 2 and Unit 9)</p> <p>Unit 1 - Enterprise in the Business World (Assignment 2&3) Taught by:</p> <p>Unit 13 - Financial Planning & Forecasting (Assignment 3) This unit is internally assessed Taught by: <u>Mrs Akinsanya</u></p> <p>Unit 18 - Small Business Planning (Assignment 1 & 2) Mrs O'Rourke This synoptic unit requires learners to bring together the knowledge, skills and understanding they have</p>	<ul style="list-style-type: none"> • Tutor2u-business • BBC business news • Btec First Revision Guide and Workbook

Examples of Home Learning Tasks	Coursework will be to complete the various units taught by the three different teachers. Students will work on three different units concurrently. Revision tasks set for external units such a Unit 2 & 9
Assessment Tasks, Methods & Frequency	Students will learn key term tests within the lesson . and they will use a learning map to summarise the unit of study. They will do end of the topic tests to assess and consolidate knowledge. Students will also participate in regular school assessment examinations. These tests will inform the classroom teacher and pupils of any knowledge gaps that need to be tackled before moving forward with the curriculum.
Equipment that Students Need	Students will need access to a computer to complete their tasks and coursework Students should have their own Business notebook for coursework notes and revision notes. A booklet and assessment guidance will be provided for each unit online access

Parent / Carers can help their child by:	Help your child to stay informed of the news, as business performance is affected by economic, legal and political news. Watch business programmes with your child (Dragons Den, The Apprentice, Panorama business documentary which are related to business or the economy Check that your child is uploading homework set by their classroom teacher on Google classroom.
Useful Websites	www.bbc.co.uk/news/business https://senecalearning.com/en-GB/

Who Can I Contact?	Head of Business Studies	Mrs Cesario-Ziten Ms Thomas
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	2nd in Business department	
	Business Teacher	Ms O'Rourke
	Business & HSC Teacher	Mrs Akinsansya

8. Assessment & Feedback

- **Regular testing:** Key terms, learning maps, end-of-topic tests, multiple choice questions, past papers
- **Mock exams:** Scheduled before all Pearson external assessments
- **Feedback:** Provided in accordance with BTEC marking policy

Important Notes

1. MALPRACTICE

- **AI Tools:** NOT permitted for coursework. You will be given a U grade for any work containing plagiarism.
- **Malpractice Includes:**
 - Plagiarism

- Collusion
- Fake data
- Misuse of materials
- Unauthorized collaboration

2. MARKING POLICY

- All coursework deadlines are BTEC approved
- **Missed Deadlines:** Results in a 'U' grade . Possible future resubmissions capped at a Pass.
- Note: Resubmissions are at the discretion of your teacher
- You must hand in your work by 23:59pm as set by your subject teacher.
- No extensions to coursework
- As a department, we **do not offer resits** for external units.



Malpractice Explained:

Please be aware of the following information regarding malpractice

Attempting to or actually carrying out any malpractice activity is not permitted by the examination board.

Below is a list of some instances of malpractice:

- Plagiarism by copying and passing off work as learners own

- Collusion by working collaboratively with other learners to produce work that is submitted as individual learners' work
- Pretending to be someone else to produce the work for another or arranging to take another's place in an assessment
- Fabrication of results/evidence (for example when carrying out a survey)
- Failing to abide by the instructions or advice of an assessor
- Misuse of assessment and/or examination material
- Use of unauthorised material
- Obtaining, receiving, exchanging, or passing on information which could be assessment related
- Behaving in such a way to undermine the integrity of any assessment
- The alteration of any results document, including certificates
- Cheating by copying and past will invalidate your coursework

9. Meeting criterias

Each unit you complete in the BTEC course will include a series of criteria, labelled as Pass (P), Merit (M), and Distinction (D). To achieve a grade, you must meet all the criteria at that level. Here's how it works:

- If you **do not meet all** Pass criteria (P), you will receive a U (Unclassified) for that unit.
- If you meet **all** the Pass criteria and **some** Merit (M) criteria, you will achieve a Pass overall.

- To achieve a Distinction, you must meet **all** Pass, **all** Merit, and **all** Distinction (D) criteria.
- Partially meeting Distinction or Merit without completing all Pass will still result in a U.

See example below:

	P1	P2	M1	M2	D1	Final grade	Explained
Student 1	Yes	Yes	No	No	Yes	Pass	M criterias not met
Student 2	No	No	Yes	Yes	Yes	U	P criterias not met
Student 3	Yes	Yes	Yes	Yes	No	M	All P and M met, D not met
Student 4	Yes	Yes	Yes	No	No	P	M2 not met
Student 5	Yes	Yes	Yes	Yes	Yes	D	All criterias met

Resubmissions are at the teacher's discretion and may be capped at a Pass grade.

10. Btec Calculator

Using the BTEC (NQF) grade calculator | Pearson qualifications ([use this link to download the calculator](#))

1. Select 'Btec Firsts- Grade Calculator)
2. Open spreadsheet
3. Select 'Certificate' from the tabs below.

Business						
Assessment Type	Unit Number	Unit Name	GLH	Grade	Points	
Mandatory	Internal	1 Enterprise in the Business World	30	L2M	6	18
Mandatory	External	2 Finance for Business	30	L2P	4	12
Mandatory	External	9 Principles of Marketing	30	L2P	4	12
Choose up to five optional units to a total of 240 GLH						
Optional	Internal	8 Recruitment, Selection and Employment	30	L2M	6	18

***This is a sample screenshot of the btec calculator. Students must obtain a MM grade overall in Level 2, in order to progress to Yr12 Level 3 Btec Business.**

11. Points of contact

Mrs Cesario-Ziten: Lead teacher of Business

t.cesarioziten@holyfamily.waltham.sch.uk

Ms Thomas: Second in Business

A.Thomas@holyfamily.waltham.sch.uk

Mrs O'Rourke: Business teacher

h.orourke@holyfamily.waltham.sch.uk

Mrs Akinsansya : Business and HSC teacher

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