



BTEC

BUSINESS

Course Summary

COURSE OVERVIEW

This qualification is designed to give learners an understanding of modern management principles and its application to the world of business.

Learners gain knowledge and skills in areas such as Marketing, Human Resource Management, Financial Management and Operations Management.

WHY SHOULD I STUDY BTEC BUSINESS?

Studying Btec Business gives you practical, real world knowledge of marketing, finance and management while developing key skills like communication, problem-solving and teamwork. It is highly valued by universities and employers, providing good progression into higher education, apprenticeships, or a wide range of business careers.

WHAT COURSES CAN THIS PREPARE ME FOR AT UNIVERSITY?

Business Management, Marketing, Finance, Accounting, Human Resource Management and Economics. It also provides progression into Law, International Business, and Entrepreneurship.

WHAT CAREERS CAN THIS SUBJECT SET ME UP FOR?

Marketing, Finance, Management, Human Resources, Retail and Administration. It also provides a strong foundation for entrepreneurship.

COURSE SPECIFICATION

EXAM BOARD: PEARSON EDEXCEL

Paper	Content - This is the equivalent of 2 A Levels	Duration	Weighting
1	Unit 1: Exploring Business (internally assessed)	n/a	16.7% (90 GLH)
2	Unit 2: Developing a Marketing Campaign (external set task).	3 hours	12.5% (90 GLH)
3	Unit 3: Personal and Business Finance (written exam).	2 hours	16.7% (120 GLH)
4	Unit 4: Managing an Event (internally assessed)	n/a	12.5% (90 GLH)
5	Unit 5: International Business (internally assessed)	n/a	15.5% (90 GLH)
6	Unit 6: Principles of Management (external set task)	3 hours	16.7% (120 GLH)
19	Unit 19: Pitching for a New Business (internally assessed)	n/a	8.3% (60 GLH)
22	Unit 22: Market Research (internally assessed)	n/a	8.3% (60 GLH)