



COURSE INFORMATION

BTEC BUSINESS AT SSFC

Why study BTEC Business?

This course is designed to use real world business case studies to enable students to engage with, explore and understand business behaviour and develop a critical understanding of what business is and does. The course is designed for students who are interested in the world of business and current affairs. Business provides a solid foundation of theory and transferable skills useful across a broad range of careers.

Course Overview

The course is assessed by four units over the two years.

Unit 1 – Exploring Business (Internal Assessment).

In this introductory unit, students will study the purposes of different businesses, their structure, the effect of the external environment and how they need to be dynamic and innovative to survive.

Unit 2: Developing a Marketing Campaign (External Assessment)

In this unit students will gain skills relating to, and acquire an understanding of, how a marketing campaign is developed.

Unit 3: Personal and Business Finance (External Assessment)

Learners study the purpose and importance of personal and business finance. Students will develop the skills and knowledge needed to understand, analyse and prepare financial information.

Unit 4: Customer Service (Internal Assessment)

Learners explore how Charles Clinkard and J D Wetherspoon provide and improve their customer service provision. The unit gives learners the opportunity to participate in role play as well as dealing with complaints.

Careers

Ideal for students interested in business related careers such as Marketing, Logistics, Human Resources, Finance and Accountancy, Retail or general management. It is a useful preparation for the world of work or as a route into a broad range of university courses or apprenticeships.

What subjects go well with BTEC Business?

Marketing and Sales, subjects such as Media, Art, Psychology or Sociology would fit well. Human Resources careers and general management would benefit from the study of Law, Psychology or Sociology. Other useful subjects would be IT, Sport and Economics depending on your future career interests.

