

# BTEC Business Studies

Head of Business Studies - Mr Pryce

## The Course:

There are four units covered over the two-year course.

### **Unit 1 – Enterprise in the Business World**

This unit introduces you to business language and terminology. It explores what businesses do, trends that affect them, how they operate and factors which influence success. You will explore the types of business ownership and how these relate to the size and scale of a business, and how the type of ownership impacts the responsibilities of the owners. Combined with looking at types of business models, you can begin to understand how diverse the world of business is.

### **Unit 2 – Finance for Business**

You will explore the types of costs that businesses incur, from the initial start-up costs involved in setting up a business to the ongoing daily costs of running the business. You will then explore the ways in which the sale of products and services generate revenue, so that you can develop your understanding of profit.

### **Unit 4 – Principles of Customer Service**

This unit develops and broadens your understanding of customer service in different businesses. You will develop your knowledge and understanding of customer needs and expectations and be given the opportunity to examine a wide range of different types of internal and external customers. It is also important to understand how businesses set internal policies and procedures to ensure that staff maintain customer service standards.

### **Unit 8 – Recruitment, Selection and Employment**

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.

## What could it lead to in Sixth Form?

GCE Business Studies (AS/A Level)  
Level 3 BTEC National Extended Diploma  
Level 3 BTEC National Certificate

## What careers/University courses would this subject help me to enter?

### **Possible University Courses**

There are a wide range of courses that include aspects of business. These include Business and Marketing, Business and Accounting and Business and IT

### **Possible Careers**

Accountancy, Customer Service, Sales and Marketing, Management, Human Resources, Banking and many more related business jobs.

# GCSE Business Studies

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## The Course:

GCSE qualifications in business subjects encourage students to be inspired, moved and challenged by following a broad, coherent, satisfying and worthwhile course of study and gain an insight into related sectors. GCSE qualifications in business subjects enable students to:

Actively engage in the study of Business and Economics to develop as effective and independent students and as critical and reflective thinkers with enquiring minds.

Use an enquiring, critical approach to distinguish facts and opinions to build arguments and make informed judgements, develop and apply their knowledge, understanding and skill to contemporary issues in a range of local, national and global contexts, appreciate the range of perspectives of different stakeholders in relation to business and economic activities.

Consider the extent to which business and economic activity can be ethical and sustainable.

## **GCSE Business consists of three units:**

Introduction to Small Businesses (assessment via an online test 25%)

Investigating Small Businesses (controlled assessment 25%)

### **Optional**

Building a Business (assessment through a written exam 50%)

**Or**

Business Communications (assessment through a written exam 50%)

## **What could it lead to in Sixth Form?**

A Level/GCE Business Studies

Level 3 BTEC Extended Diploma

Level 3 BTEC Certificate

## **What careers/University courses would this subject help me to enter?**

### **Possible University Courses**

There are a wide range of courses that include aspects of business. These include Business and Marketing, Business and Accounting, Business and IT and Business and Management.

### **Possible Careers**

Accountancy, Customer Service, Sales and Marketing, Management