



Section B—Options Choice Subjects

Business Studies



The course:

The Business Studies course has been designed to provide an engaging and stimulating introduction to the world of business. During Year 9 students will study Business Administration to give a sound basis from which to progress. In Years 10 and 11 they will study the BTEC Level 2 First Award in Business which is equivalent to a GCSE but has the benefit of a larger coursework content.

By studying this course students will;

- Gain personal development of knowledge and skills relevant to the business world and working life
- Develop a wider understanding and appreciation of the broad range of business specialisms
- Develop people, communication, planning and team working skills

The course has two compulsory units;

- Unit 1: Enterprise in the Business World
- Unit 2: Finance for Business

Within these units students will plan an idea for a realistic business start-up in their local area and explore different types of business ownership. They will also explore how businesses generate profits and measure their financial success. This will include application of mathematical calculations.

Two optional units will also be studied and these will be selected from;

- Promoting a Brand
- Sales and Personal Selling
- Providing Business Support
- Principles of Customer Service
- Introducing Retail Business

Assessment

Unit 1—Coursework—25%

Unit 2—Written Exam—25%

2 additional units—Coursework—25% each



In order to succeed students will need:

- Commitment to work steadily throughout Years 9, 10 and 11
- To produce regular coursework and meet all deadlines
- An interest in the world of business and a desire to learn about how businesses work
- Sound basic mathematical skills

Where next?:

The Edexcel BTEC First Award in Business could provide a starting point of a route to employment in many of the diverse areas of business, including;

- Marketing, Finance, Customer Service and Human Resources.

In addition it could lead on to further study of other Level 2 and Level 3 vocational qualifications such as BTEC Level 3 National in Business. It also prepares you for an A Level in Business Studies.