

Business BTEC (Award)

Key Information

Contact:	Mr T Banner tbanner@westonfavellacademy.org
Exam Board:	Edexcel
Summary of subject:	<p>Unit 1: Enterprise in the Business World Unit type: Core Guided learning hours: 30 Assessment type: Internal</p> <p>Learning aims In this unit you will:</p> <ol style="list-style-type: none"> know how trends and the current business environment may impact on a business plan an idea for a new business present a business model for a business start-up. <p>Topic A.1 Finding information Topic A.2 Factors to consider in the current business environment Topic A.3 Trends affecting business Topic A.4 Size of business and type Topic B.1 How business ideas can be successful Topic B.2 Business ideas Topic B.3 Assessing the suitability of a business idea Topic B.4 Producing an initial plan for a business idea Topic C.1 Choice of format Topic C.2 Sources of help and support in developing a new business Topic C.3 Business model</p> <p>Unit 2: Finance for Business Unit type: Core Guided learning hours: 30 Assessment type: External</p> <p>Learning aims In this unit you will:</p> <ol style="list-style-type: none"> understand the costs involved in business and how businesses make a profit understand how businesses plan for success understand how businesses measure success and identify areas for improvement. <p>Topic A.1 Understand the costs involved in business Topic A.2 Understand how businesses make a profit Topic B.1 Understand the planning tools businesses use to predict when they will start making a profit Topic B.2 Understand the tools businesses use to plan for success, Budgeting, Cash flow forecasting Topic C.1 Understand how businesses measure success <ul style="list-style-type: none"> - Making a profit Measuring success by looking at financial statements - Income statement (profit and loss account) - Statement of financial position (balance sheet) Topic C.2 Understand how businesses can be more successful</p> <p>Unit 3: Promoting a Brand Unit type: Optional specialist Guided learning hours: 30 Assessment type: Internal</p>

Steps to Success

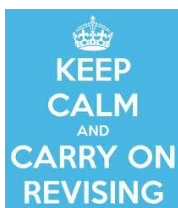
	<p>Learning aims In this unit you will:</p> <ul style="list-style-type: none"> a) explore the use of branding and the promotional mix in business b) develop and promote a brand for a business <p>Topic A.1 The importance of branding to businesses Topic A.2 Promotion in businesses Topic A.3 Elements of the promotional mix and their purposes Topic A.4 Promotional activities in business Topic B.1 Branding methods and techniques Topic B.2 Promoting a brand</p> <p>Unit 8: Recruitment, Selection and Employment Unit type: Optional specialist Guided learning hours: 30 Assessment type: Internal</p> <p>Learning aims In this unit you will:</p> <ul style="list-style-type: none"> a) know about job roles and functional areas in business b) produce documentation for specific job roles c) demonstrate interview skills and plan career development. <p>Topic A.1 Organisational structures and functional areas Topic A.2 Job roles and responsibilities Topic B.1 Recruitment Topic B.2 Developing a job description and person specification Topic B.3 Contents of a job description Topic B.4 Contents of a person specification Topic B.5 Applying for jobs Topic C.1 Job interviews Topic C.2 Personal audit Topic C.3 Career development</p>
Units, weighting and deadlines:	<p>Unit 2: Finance for Business (External Exam) using onscreen test 1 hour, 50 marks Assessment is ON DEMAND (This will be set at the end of April 2016)</p>

How I can support my child at home?

Recommended Websites:

The following websites will help with information required in your assignments for the 3 units

- www.businessstudiesonline.com
- www.bized.co.uk
- www.times100.co.uk
- www.tutor2u.net



Golden Tips

- Learn the key terms
- Apply it to the businesses you are familiar with
- Practice past exam paper questions
- Know/understand the case study for unit A293

Other

- Use the revision guides provided
- Practice past exam papers/check answers with the mark schemes
- Attend after school revision sessions
- Ask questions