

## Key Information

### Unit 1: Enterprise in the Business World

Unit type: **Core**

Guided learning hours: **30**

Assessment type: **Internal**

#### Learning aims

In this unit you will:

- 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.

### Unit 2: Finance for Business

Unit type: **Core**

Guided learning hours: **30**

Assessment type: **External**

#### Learning aims

In this unit you will:

- 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.

### Unit 3: Promoting a Brand

Unit type: **Optional specialist**

Guided learning hours: **30**

Assessment type: **Internal**

#### Learning aims

In this unit you will:

- explore the use of branding and the promotional mix in business
- develop and promote a brand for a business

### Unit 8: Recruitment, Selection and Employment

Unit type: **Optional specialist**

Guided learning hours: **30**

Assessment type: **Internal**

#### Learning aims

In this unit you will:

- know about job roles and functional areas in business
- produce documentation for specific job roles
- demonstrate interview skills and plan career development.

## Golden Tips

- Learn the key terms
- Apply it to the businesses you are familiar with
- Practice past exam paper questions
- Keep up to date with coursework deadlines!
- Use the help guides provided
- Practice past exam papers/check answers with the mark schemes
- Attend after school revision sessions
- Ask questions

### KEY CONTACT:

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### EXAM BOARD: EDEXCEL

### USEFUL WEBSITES:

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

[www.businessstudiesonline.com](http://www.businessstudiesonline.com)

[www.bized.co.uk](http://www.bized.co.uk)

[www.times100.co.uk](http://www.times100.co.uk)

[www.tutor2u.net](http://www.tutor2u.net)