

# Business BTEC (Award)

## Key Information

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

## Steps to Success

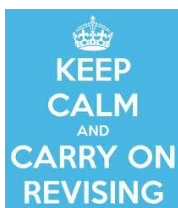
	<p><b>Learning aims</b> In this unit you will:</p> <ul style="list-style-type: none"> <li>a) explore the use of branding and the promotional mix in business</li> <li>b) develop and promote a brand for a business</li> </ul> <p><b>Topic A.1</b> The importance of branding to businesses  <b>Topic A.2</b>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



#### 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!

#### Other

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