

Assessment and Examination:

This course is 1080 Guided Learning Hours and is equivalent in size to three A Levels.

There are 13 units. Four are external exams and nine coursework units

Units are assessed using a grading scale of:

Distinction

Merit

Pass

Why choose Business BTEC at Highbury Grove: Highbury Grove has a long tradition in teaching a range of Business courses. Our teachers are committed to delivering a range of strategies to meet student needs.

“I have really improved my research and communication skills and I now know how to analyse and evaluate how businesses perform”

Erhan Turunc YR13



Why choose Business BTEC:

This new BTEC course will help students to:

Develop research skills

- Use case studies effectively to explore complex or unfamiliar situations
- Carry out projects for which they have choice over the direction and outcomes
- Demonstrate practical and communication skills using presentations
- Develop skills in role play

Future Prospects: Students will be able to choose a range business degrees, including: Accounting; Administration and Information Technology; Financial Services; Human Resource Management and Business Management.

Business Links: All units are taught using business case studies. This enables students to apply their knowledge to real businesses and improve on skills of analysis and evaluation.

What I will learn on this course:

Subject units:

- Exploring business
- Developing a marketing campaign EXTERNAL EXAM
- Personal and business finance EXTERNAL EXAM
- Managing an event
- International business
- Principles of marketing EXTERNAL EXAM
- Business decision making EXTERNAL EXAM
- Recruitment and selection process
- Team building in business
- Investigating customer service
- Investigating corporate social responsibility
- Market research
- Pitching for a new business

Entry Requirements: 5 GCSE's Grade A – C. Either Maths or English can be a Grade D, which will need to be re-taken.

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