

# **Business BTEC First Award**

## **What do you study?**

This course has been designed to introduce students to the skills and experience essential for success in the world of work. Students gain hands-on experience of researching a gap in the market, planning a start-up business and 'pitching' to raise investment to start that business. In preparation for the examined unit, students will develop in depth knowledge of financial tools and techniques used in business and use these to analyse the accounts of small and large businesses. Finally, students will research different techniques used in marketing and promotion and practise these by preparing a promotional campaign for a given brand.

## **Why Study Business**

The First Award is the equivalent to a GCSE and graded as Pass, Merit, Distinction or Distinction\*. The BTEC not only introduces business theory, concepts and techniques, but also gives students the opportunity to experience how these tools are used in practice. Students gain the knowledge, transferable skills and tools to enhance their employability when they leave education, contributing to their personal development and future economic well-being.

## **How is the course assessed?**

The Award is made up of the following four units:-

### **Unit 1: Enterprise in the Business world**

This unit provides explores how businesses are affected by the world around them. Armed with their business knowledge, students will spot a gap in the local market, conduct market research and develop a business plan to present to potential investors. This unit accounts for 25% of the overall marks available and is **internally assessed**.

### **Unit 2: Finance for Business**

This unit helps students understand the role of the Accountant, managing costs, generating income and assessing how effectively they are making a profit. Students will be able to construct budgets, forecast cash flow and analyse the profit and loss account and balance sheet, using financial tools to diagnose problems and plan improvements. This unit accounts for 25% of the overall marks and is assessed via **a one hour online test** taken in school.

### **Unit 3: Promoting a Brand**

A successful business promotes itself to customers through its brand. In this unit, students study two businesses and compare and contrast different methods of marketing and promotion. Students find out what it takes to build a brand and develop their own promotional campaign for a given brand. This unit accounts for 25% of the marks and is **internally assessed**.

### **Unit 8: Recruitment, Selection and Employment**

As part of this unit of work, students will compare and contrast different types of business, investigate the core functions needed in business including the recruitment process. Students take part in a job application process and produce a career plan that will help in their future employment choices. This unit accounts for 25% of overall marks and is **internally assessed**.

## **Exam Board Link:**

<http://qualifications.pearson.com/en/qualifications/btec-firsts/business-2012-nqf.html>