

# Business Studies

## Course description

In this unit, you will study the purposes of businesses, role of marketing and personal finance. A business is any activity that provides goods or services, whether that is to make a profit or not. By developing relevant business knowledge and understanding, this unit will help you to progress to employment, vocational training and higher apprenticeships, or higher education.

## Course content

Year 1 topics: unit 1 Exploring Business

Unit 2 Developing a marketing campaign

Year 2—Unit 3 Personal and Business Finance

Unit 8—Recruitment and Selection

## Assessment

### Year 1

Unit 1—3 assignments—90 credits (Mandatory)

Unit 2—3 hour exam –90 credits (Mandatory)

### Year 2

Unit 3—Exam based—120 credits (Mandatory)

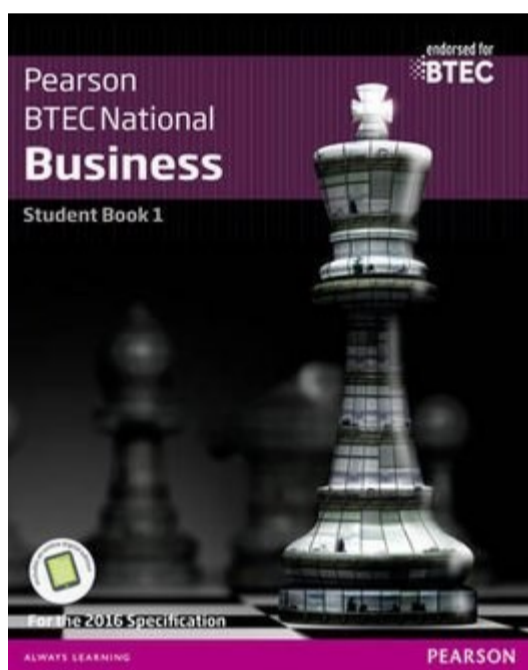
Unit 8—Assignment 8A and 8B (Optional)

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## Recommended textbook / revision guide

### Year 12 & Year 13

Pearson BTEC National Business Student Book 1 [Contains all mandatory and optional units]



Unit 2: Developing a marketing campaign revision workbook (shared with students on 'Student Shared').

*Whilst it is not essential for students to have the hard copy of the book it would be beneficial for students to have a copy to complement their notes and complete relevant activities. The PDF chapters for relevant units are shared with students.*

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## Future pathways

### This qualification can lead to the following:

BA (Hons) in Business and Management

BA (Hons) in Business and Finance

BA (Hons) in Business Human Resource Management

After this qualification, learners can also progress straight into employment. This qualification equips learners with the essential skills and knowledge to become competent in various job roles.

### This qualification provides essential employability skills such as:

- Cognitive and problem-solving skills
- Intrapersonal skills
- Interpersonal skills

### The transferable skills that universities value are:

- The ability to learn independently
- The ability to research analytically
- Be able to give presentations and work as a team