

EXAM BOARD

Edexcel

SYLLABUS NUMBER

600/4786/0

WHAT WILL I STUDY?

The BTEC qualification equips you to understand businesses in the real world and how they operate. You will be presented with various assignments which will equip you for life in the business world. Students have successfully studied BTEC and have gone on to study Business studies at university.



Level 1/2		September - June	
Unit 1: Enterprise in the Business world	Unit 2: Finance for Business (exam)	Unit 3: Promoting a brand	Unit 4: Principles of customer service
<ul style="list-style-type: none"> ✓ The key content for this unit is: <ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> ✓ The key content for this unit is: <ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> ✓ The key content for this unit is: <ul style="list-style-type: none"> • Explore the use of branding and the promotional mix in business. • Develop and promote a brand for business 	<ul style="list-style-type: none"> ✓ The key content for this unit is: <ul style="list-style-type: none"> • Understand how business provide customer service • Demonstrate appropriate customer service skills

ASSESSMENTS (EDEXCEL)

- ✓ The students will complete a series of coursework set in accordance with the BTEC Pass, Merit and Distinction criteria.
- ✓ Students will complete an exam (25%)
 - Award = 1 exam
 - Certificate = 2 exams

WHY SHOULD I TAKE THIS SUBJECT?

- ✓ This qualification will prepare you for any career by equipping you with financial skills, organisational ability, marketing knowledge and an ability to present your ideas clearly.

USEFUL RESOURCES

- ✓ <http://www.edexcel.com>
- ✓ Businessstudiesonline.co.uk
- ✓ BBCbitesize.co.uk
- ✓ www.pearsonschoolsandfe.co.uk

WHO CAN I TALK TO?

- ✓ George Ferrar (Director of Vocational studies)
- ✓ Mrs Adebayo (Subject Lead of Business)
- ✓ Mr Walters (Teacher of Business)
- ✓ Mr O'Riordan (Teacher of Business)

You can email the department for more information at business@mayfieldschool.net

POSSIBLE JOB ROUTES

- ✓ Entrepreneur
- ✓ Accountant
- ✓ Banker
- ✓ Human Resources Officer
- ✓ Hotel Manager



WHAT WILL I STUDY?

The BTEC qualification equips you to understand businesses in the real world and how they operate. You will be presented with various assignments which will equip you for life in the business world. Students have successfully studied BTEC and have gone on to study Business studies at university. The core units are as follows:



Level 3			
September - June			
Unit 1: Exploring Business	Unit 2: Developing a Marketing Campaign (Exam)	Unit 3: Personal and Business Finance (Exam)	Unit 4: Managing an Event
<ul style="list-style-type: none"> ✓ The key content for this unit is: <ul style="list-style-type: none"> • Explore the features of different businesses and analyse what makes them successful • Ownership and Liability. • Investigate how businesses are organised • Structure and organisation • Aims and objectives. • Examine the environment in which businesses operate • External Environment • Internal Environment. 	<ul style="list-style-type: none"> ✓ The key content for this unit is: <ul style="list-style-type: none"> • Introduction to the principles and purposes of marketing • The role of marketing. • Using information to develop a rationale for a marketing campaign • Market research methods and use • Planning and developing a marketing campaign • Marketing mix • The marketing Campaign 	<ul style="list-style-type: none"> ✓ The key content for this unit is <ul style="list-style-type: none"> • TBC 	<ul style="list-style-type: none"> ✓ The key content for this unit is: <ul style="list-style-type: none"> • TBC

ASSESSMENTS (Coursework)

- ✓ The students will complete a series of coursework set in accordance with the BTEC Pass, Merit and Distinction criteria. Course content:
- ✓ 720 GLH
- ✓ Equivalent in size to two A Levels.
- ✓ 8 units of which 6 are mandatory and 3 are external.
- ✓ Mandatory content (83%)
- ✓ External assessment (45%).

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