

BTEC BUSINESS

Exam Board: Pearson

Curriculum Leader: Miriam Watson

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UNITS:

- Exploring Business
- Developing a Marketing Campaign
- Personal and Business Finance
- Investigating Customer Service

KEY INFORMATION:

The content of this qualification has been developed in consultation with academics to ensure that it supports progression to higher education. In addition, employers and professional bodies have been involved in order to confirm that the content is also appropriate for students planning to enter employment directly in the business sector. Students will study three mandatory units. These are: Exploring the Business Environment, Developing a Marketing Campaign, Personal and Business Finance. The optional unit of study is Investigating Customer Service. This course is assessed via 2 coursework units and 2 external examinations.



POSSIBLE CAREER PATHS:

- ➔ Human Resources
- ➔ Accounting
- ➔ Marketing



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