

# Business Studies

## BTEC NATIONAL EDEXCEL

**Course Leader: Miss Watkins**

### What's it all about?

This course provides students with the opportunity to explore the world of business while developing the following skills:

- Application of business concepts to real-world contexts.
- A holistic understanding of business.
- Application of quantitative skills.
- Awareness of current issues and the impact of these on businesses.
- Ability to build and sustain business arguments.

Because emphasis is placed on realistic business contexts throughout, students develop an understanding of how various business functions such as marketing, finance, and human and physical resources work together, as part of a cohesive business.

### What are the entry requirements?

9 - 4 in GCSE mathematics. Merit in BTEC Enterprise, 9-4 in GCSE business.

Although this course is suitable for students who have taken GCSE business and BTEC enterprise, it can be accessed by those who have not taken the subject before.

### What will I learn on this course?

Some of the areas that will be covered in the course include:

- Developing a marketing campaign
- Market research
- Personal and business finance
- Exploring business

### How will I be assessed?

Through a mix of internally assessed coursework, externally assessed project and externally assessed exam.

Year 12:

Market research (internally assessed coursework)

Personal and business finance (externally assessed exam)

Year 13:

Exploring business (internally assessed coursework)

Developing a marketing campaign (externally assessed project)

### What do your current students say?

"We come across businesses every day and it is great to be able to understand what goes into making them successful".

### Is there anything else I need to know?

Whatever career you go into in the future, you will be working in a business setting. Knowing how businesses work will put you ahead of your competition.

### Who can I contact for further information?

Subject leader for business studies, [hwatkins@kingcharles1.worcs.sch.uk](mailto:hwatkins@kingcharles1.worcs.sch.uk)