BTEC BUSINESS
Examination Board – Edexcel

Exam Information

Unit 1 Enterprise in the Business World
Internally assessed coursework
25% of final mark
This coursework unit introduces the language and terminology used in business. It explores what businesses do, trends that affect them, how they operate and the factors that influence their success.
This coursework unit is completed in Y10.

Unit 2 Finance for Business
Externally assessed on screen test
25% of final mark
In this unit, you will explore the types of costs that businesses incur, from the initial start-up costs involved in setting up a business to the ongoing daily costs of running the business. Unit 2 is an external on screen exam that is completed on request of the teacher, this exam was sat in year 10 and some students may be offered a re-sit in year 11.

Unit 3 Promoting a Brand
Internally assessed coursework
25% of final mark
This unit is an internally assessed piece of coursework. During the unit consider the important role of promotion and its place within the marketing mix. You will discover that promotion is a communication process, involving the sending and receiving of messages via a particular medium. It is not enough to have excellent products on offer at competitive prices; the benefits of these products must be clearly communicated to customers in order to encourage sales and, ultimately, make a profit.
This coursework unit is completed across Y10 & Y11.

Unit 8 Recruitment, Selection and Employment
Internally assessed coursework
25% of final mark
In this internally assessed coursework unit you will be introduced to the variety of job roles that exist within businesses and the various functions that are performed by individual roles, as well as the types of organisational structures used in businesses.
This coursework unit is completed in Y11.

Supporting Materials

BTEC First in Business Revision Guide (BTEC First Business) by
Harry Styles Paperback £5.99 Amazon.co.uk

https://www.bbc.com/bitesize/

http://www.gcsepod.com