

# Business Studies

## BTEC – Level 2

Examination Board: Edexcel

### What will I study?

In Business Studies you will look at all aspects Of how a business is run. from setting up your own small business through to investigating how businesses can grow effectively.

Exploring Enterprises -Students will have the opportunity to examine the characteristics Of enterprises. exploring how enterprises meets customers' needs and investigating the factors that contribute to the success Of an enterprise.

Planning for and Pitching an Enterprise Activity — This includes exploring ideas to plan for a micro-enterprise activity. pitching a micro-enterprise activity and reviewing their own pitch for a micro-enterprise activity.

Promotion and Finance for Enterprise -The emphasis for this unit is on promotion. financial records. financial planning and forecasting.

### How is the course assessed?

The course is made up Of three components. Two Of these are internally assessed and one externally assessed. The three-block structure (Exploring. Developing and Application) allows students to build on and embed their knowledge. grow in confidence and then put into practice what they have learnt.

### How will the course help me in the future?

Every student in the future will either. set up their own business. be self-employed or work for a business. This is a great course for understanding how businesses operate. Business is a •live' subject and any theory you learn is used daily in business. It is a great grounding for many future careers; particularly. finance, marketing. production or HR.

### Which member of staff should I contact for more information?

Mrs Fowler or Mrs Coombes

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## GCSE

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Exploring Enterprises –Student

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