



## **Edexcel BTEC Level 1/ Level 2 First Award in Business**

### **Course Outline**

Students who take the First Award in Business are those who have a keen interest in Business and how it operates. They enjoy studying a subject that is relevant to their own lives and experience and want to find out more about Business through personal research and investigation.

Business Education courses provide useful life skills for all students and also a good foundation for entering the world of work. Industry and Commerce require people who are able to work independently, solve problems and who are self-motivated.

### **Course Content**

Students will study four units across the two years.

#### **Unit 1: Enterprise in the Business World (Coursework)**

Students will explore what businesses do, trends that affect them, how they operate and the factors that influence their success. Students will also plan an idea for a realistic business start-up in the local area.

#### **Unit 2: Finance for Business (Exam)**

Students will explore the types of costs that businesses incur and the ways in which the sale of products and services generate revenue. They will also learn how businesses plan for success by using break even analysis and cash flow forecasts. Students will also learn how to analyse key financial statements (e.g. profit and loss accounts, balance sheets).

#### **Unit 3: Promoting a Brand (Coursework)**

Students will find out what it takes to build a brand and what a business has to consider when planning brand development. Students will investigate the importance of branding to a business and why businesses need to review and update their brands.

#### **Unit 4: Principles of Customer Service (Coursework)**

Students will discover that the key to success for businesses is the ability to keep customers happy. They will learn how businesses build relationships with customers and aim to provide consistent and reliable customer service to meet their needs and expectations. Students will have the opportunity to develop their own understanding of the importance of delivering excellent customer service through the development of their own customer service skills.

### **Course requirements**

Due to the high volume of coursework covered in the course, you need to be a good independent learner and able to manage your time effectively.

### **Assessment**

The BTEC Level 1/Level 2 First Award in Business is assessed through a combination of coursework (75%) and exams (25%).

### **Progression**

This course could lead to Level 3 BTEC or A' Level courses in the Sixth Form and Further Education.