

Business Studies (BTEC Enterprise)

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What will I learn?

How businesses are set up, run, and grown, covering key areas like marketing, finance, human resources, and operations.

These are the key areas of business that will help you to learn about working for a business or working for yourself.

You will learn to analyse real-world case studies to understand how companies (from small startups to multinationals) make decisions, manage money, and respond to external pressures like technology and economic changes.



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Structure of the course

Year	Unit	Assessed
10	Component 1: Exploring Enterprises	Learning aim A – Written report Learning aim B – Presentation Learning aim C – Newspaper Article
10/11	Component 2: Planning for and pitching an Enterprise Activity	Learning Aim A – Produce a business plan Learning Aim B – Presentation Learning Aim C – Written evaluation of presentation
11	Component 3: Promotion and Finance for Enterprise	2 hour exam externally assessed and marked by the exam board

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Grading

- You are all aiming to achieve a level 2 qualification.
- During lessons you will notice that some tasks are colour coded **red**, **amber** and **green**. This links in with the grading system shown here.

Grading	GCSE equivalent
Distinction *	8/9
Level 2 Distinction	7
Level 2 Merit	6
Level 2 Pass	4/5
Level 1 Distinction	3
Level 1 Merit	2
Level 1 Pass	1
U	Fail

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Why study Business?

- **Understand How Businesses Function:** Gain insights into how businesses of all sizes operate, from small startups to multinational organisations.
- **Essential Life and Career Skills:** Develop critical thinking, financial awareness, and management skills that are applicable in various industries. Skills you don't always get in other parts of the curriculum.
- **Self Employability skills:** Learn the fundamentals of setting up your own business, including risk management and business planning and financing.
- **Understanding the Economy:** Understand how government policies, technology, and global trends affect businesses and your daily life.
- **Enhanced Employability:** Gain knowledge about marketing, human resources, and operations, making you a more attractive candidate for future employment.

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Where can it lead- Careers?

Sales
Representative

Marketing/sales
manager

Corporate
Lawyer



Economist

Business reporter

Financial
manager

Financial Advisor



Human Resource
manager

Entrepreneur

Surveyor



Accountant



Trader



Business operations
specialist



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What do our students say?

“I have learned so much already that I can relate to real life” (Y10 Student)

“It is by far my favorite subject, I look forward to it every week” (Y10 Student)

“Business has made me really commit to what I want to do in the future” (Y11 Student)

“I now understand what is going on in the real world. I never understood this before” (Y11 Student)



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