



## BUSINESS

### BTEC Subsidiary Diploma

#### WHY BUSINESS?

The opportunities for students of Business, on completion of full-time education, are enormous. There are many possible careers within the Business world and qualifications in Business subjects are acceptable as an entry into many other careers.

Business students at Thomas Telford School are currently preparing to move into Higher Education Courses and careers in the following fields.

Accountancy  
Human Resourcing  
Management  
Retail

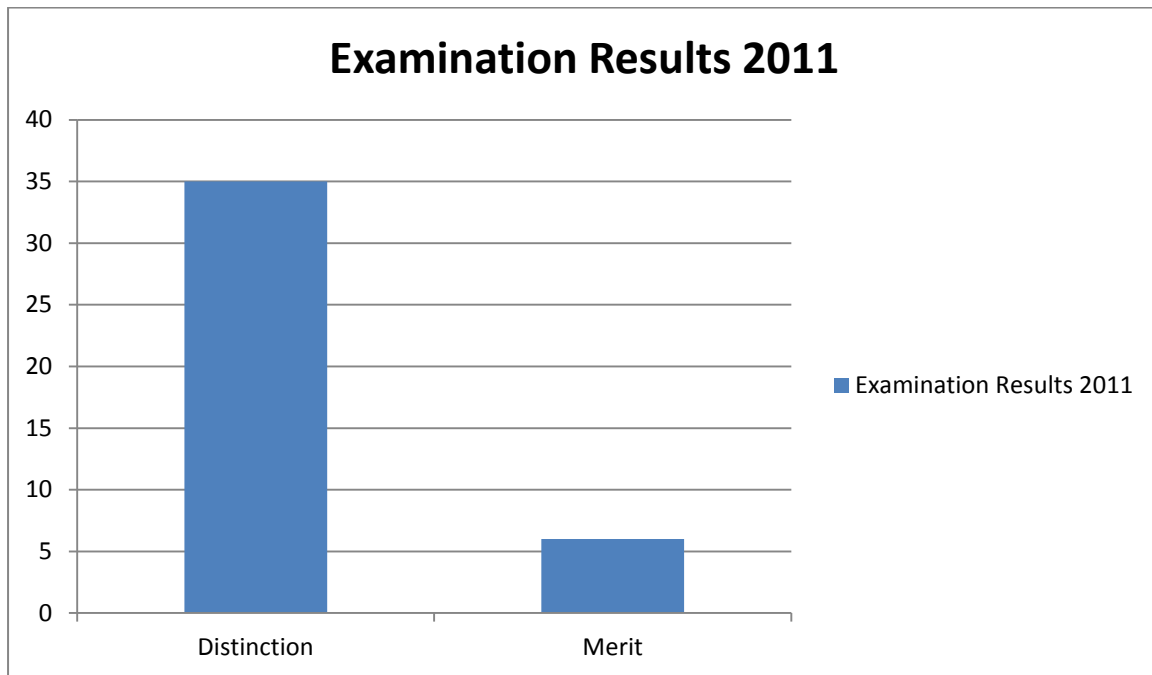
Business Administration  
IT / Computing  
Marketing

Education  
Law  
Public Relations

The Business course offered at Thomas Telford School is an exciting insight into relevant business theory and concepts supported by vocational examples. It provides an excellent foundation for a broad range of careers and further study in this field.

#### SPECIFIC ENTRY REQUIREMENTS

- 4 GCSEs (Grades A\* - C)
- Satisfactory level of competence in Mathematics and English



## COURSE DETAILS

### Edexcel Specification

**Single Award** - Edexcel Level 3 BTEC Subsidiary Diploma in Business

You will study six Units over the two years, as follows:

#### Unit 1 – Exploring Business Activity

The aim of this unit is to give learners the fundamental knowledge of a range of business organisations, and the many factors that shape the nature of organisations operating in an increasingly complex business world. Pupils study areas such as business ownership, organisation structure and external influences.

#### Unit 2 – Investigating Business Resources

The aim of this unit is to develop learner knowledge of the range of human, physical, technological and financial resources required in an organisation, and how the management of these resources can impact on business performance.

#### Unit 3 – Introduction to Marketing

The aim and purpose of this unit is to give learners an understanding of how marketing, research and planning and the marketing mix are used by all organisations.



## **Unit 4 – Effective People, Communication and Information**

The aim of this unit is to show learners that the collection and management of business information, and the successful communication of that information throughout a business, is critical for the future prosperity of the organisation.

## **Unit 9 - Exploring Creative Product Promotion**

The aim of this unit is to give learners an opportunity to learn about the promotion mix, and the related topics of buyer behaviour and branding, before going on to design their own small-scale promotional campaign.

## **Unit 18 – Managing a business event**

The aim of this unit is to develop learners' skills in and knowledge of organising and coordinating a business event. Learners will do this through planning, providing support, and follow-up activities involved in running a business event.