BTEC BUSINESS AND ENTERPRISE



Subject Vision

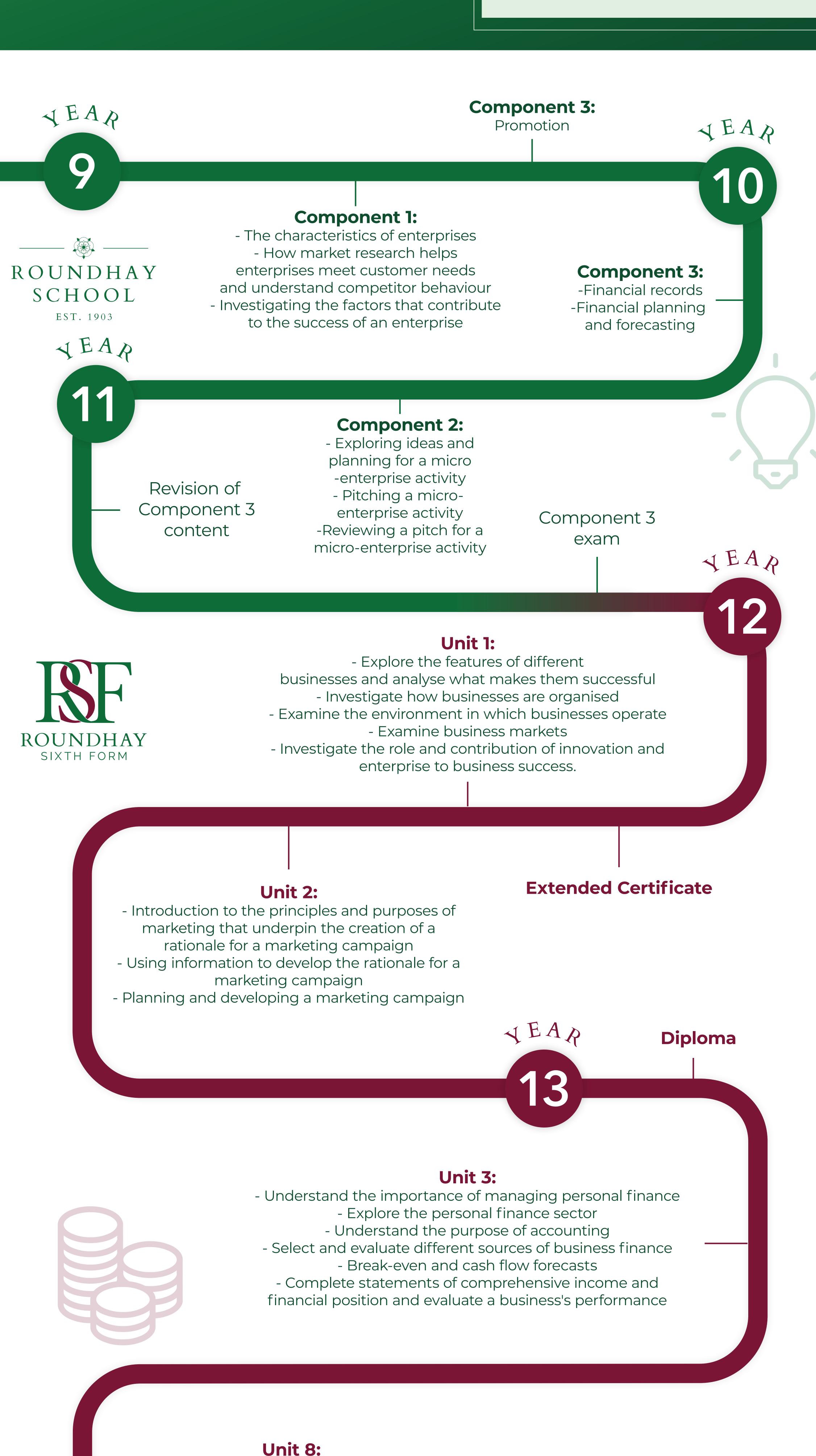
Our curriculum prepares young people for life in the real world by recognising the impact of business, the economy and finance on their daily lives

Aims:

- · actively engage in the study of business, economics and finance to develop as effective and independent learners, and as critical and reflective thinkers with enquiring minds
- · use an enquiring, critical approach to distinguish facts and opinions, to build arguments and make informed judgements
- · develop and apply their knowledge, understanding and skills to contemporary issues in a range of local, national, and global contexts
- · appreciate the range of perspectives of different stakeholders in relation to business, finance and economic activities
- consider the extent to which business and economic activity can be ethical and sustainable.

The Finance courses in particular; encourage learners to:

· become responsible borrowers and sensible savers, and to appreciate the need for financial planning throughout their life. It prepares them for further study by developing the core skills of critical analysis and evaluation, verbal communication (through classroom discussion) and written communication. This contributes to pupil's personal development.



- Examine how effective recruitment and selection contribute to business success

- Undertake a recruitment activity to demonstrate the processes leading to a successful job offer - Reflect on the recruitment and selection process and your individual performance.

Additional Units taken

for Diploma

- Investigate the feasibility of a proposed event

Unit 4:

- Explore the role of an event organiser

- Develop a detailed plan for a business or social enterprise event - Stage and manage a business or social enterprise event
- Reflect on the running of the event and evaluate own skills development.

- Explore the international context for business operations Investigate the international economic

Unit 5:

- environment in which business operates - Investigate the external factors that influence international businesses - Investigate the cultural factors that influence
- international businesses - Examine the strategic and operational approaches to developing
 - international trade.

Explore how effective customer service contributes to business success

Unit 14:

Investigate the methods used to improve customer service in a business Demonstrate customer service in different situations, using appropriate behaviours to meet expectations.

- The definitions and functions of management

Unit 6:

- Management and leadership styles and skills - Managing human resources
- Factors influencing management, motivation and performance of the workforce
- Impact of change - Quality management

Level 2 Exam Board: Pearson Level 3 Exam Board: Pearson