



BUSINESS

BTEC

COURSE TITLE

BTEC Diploma in Business - Level 3

EXAM BOARD

Pearson Edexcel

METHOD OF ASSESSMENT

8 units including 5 internal units of coursework and 3 examinations.

KEY TOPICS

Introduction to business

Developing a marketing campaign

Business and personal finance

Recruitment and selection

Visual merchandising

Event management

International business

Principles of management

COURSE HIGHLIGHT

Do you see yourself starting your own business? Within BTEC Business, you will learn the required business acumen and cover practical units which enable you to plan, manage and create your own event and design and create your own visual merchandising display.

CAREER LINKS

Human Resources Administrator

Account Manager

Sales Executive

Public Liaison Officer

Police