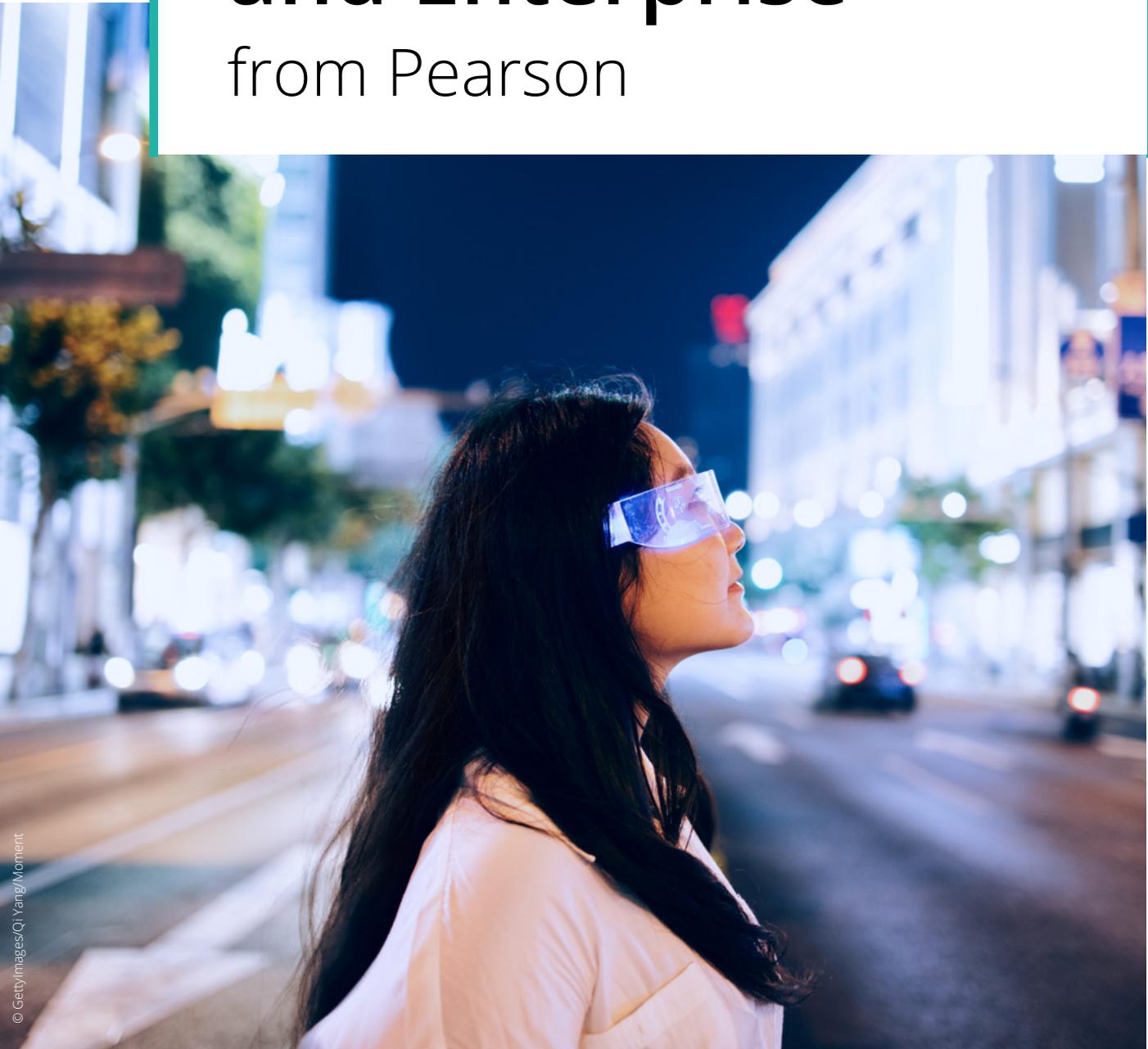




Pearson

# Business, Marketing and Enterprise

from Pearson



Your options at **KS4** and **KS5**

# An introduction

We're here to support your Key Stage 4 and Key Stage 5 Business, Marketing and Enterprise learners to develop their entrepreneurial talents through engaging, skills-based qualifications – whatever their learning style.

Our broad range of qualifications allows you to **choose the course and progression route that's right for your learners' personal strengths and ambitions** – making sure every individual learner has the chance to reach their full potential.

We know it can be difficult deciding on the right path, so we're here to help. This handy guide will give you all the information you need, so you can take the first step towards teaching a rewarding and engaging Business, Marketing or Enterprise qualification.

## In this guide you'll find:

### Key Stage 4

- BTEC Firsts in Business (2022) page 5 >
- BTEC Tech Award in Enterprise (2022) page 6 >
- Pearson Edexcel GCSE in Business (2017) page 7 >

### Key Stage 5

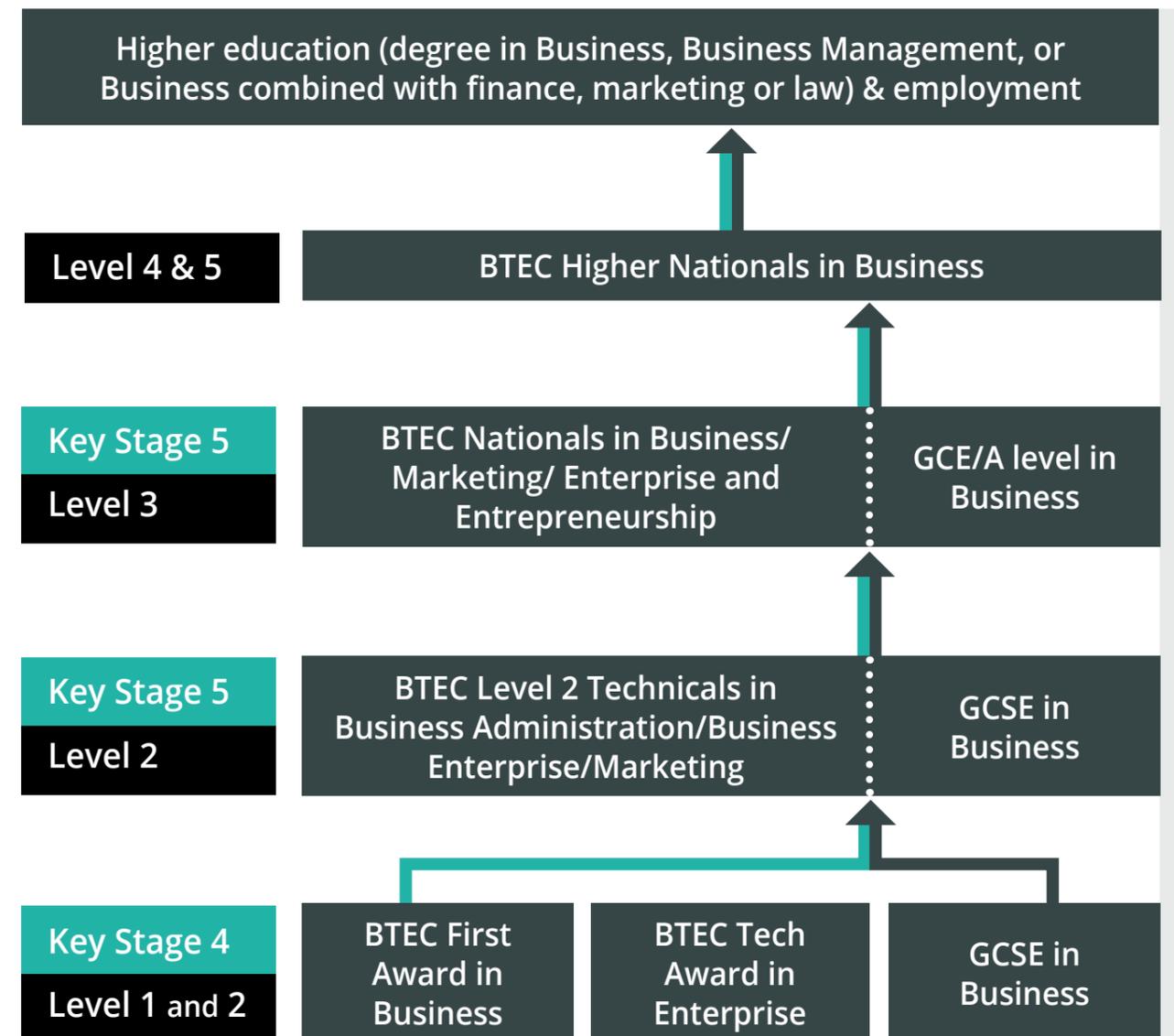
- BTEC Technical Certificates in Business Enterprise, Business Administration and Marketing (2020) page 8 >
- BTEC Nationals in Business (2022) page 10 >
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### Beyond the classroom

- Where can Business, Enterprise and Marketing take you? page 14 >
- A consistent approach to support page 16 >
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# Progression routes through Business, Marketing and Enterprise

There is a variety of pathways for your business, marketing and enterprise learners to choose on their route from early secondary education to further study or employment. And we're here to support you, whichever route you take.



We've created an overview of each of our available Key Stage 4 Business and Enterprise qualifications to help you determine which suits you and your learners best.

## An option for everyone.

Our **BTEC Tech Awards and BTEC Firsts** are designed to give your learners a glimpse into the Business and Enterprise sector whilst teaching them transferable skills. Our GCSEs are designed to build enterprising minds, by bringing course content to life through real world business contexts, that help learners to identify opportunities for them to explore business as a career path for the future.

Each qualification has a distinct **assessment style**, designed to suit different types of learners. Whilst all KS4 qualifications feature a level of external assessment, each has distinct opportunities for different learners that are worth considering when choosing which is best suited to a group of learners at your centre, which may allow you to switch qualifications to support better outcomes year to year.

The **content covered differs too** – GCSE Business and BTEC First Business looks at businesses large and small, local, national and international; Enterprise provides a focus on small-to-medium enterprises.

### Each of these qualifications:

- is designed for 14-16 year olds
- counts in the 'open group' of Progress 8.



“ We believe that this new [BTEC Tech Award in Enterprise] qualification is demanding and rigorous and, as part of a broad KS4 curriculum including GCSEs, will encourage the development and application of relevant knowledge and skills, enhancing students' progression opportunities to further study. ”

**Peter Jones CBE**  
Founder and Chairman

## Content Focus:

- A mix of **theoretical and practical content** that can be taught flexibly. This creative approach to teaching business will encourage you to explore the world of business, finance and how being enterprising is important for successful businesses.
- Learners will examine different business ownerships, the importance of finance to business, the factors that affect the business environment and then **become entrepreneurial** and plan an idea for a new business.

## Developed skills:

- Gives learners an introduction to business, finance and planning a business idea and equips them with a broad range of **transferable skills** that will provide them with a solid foundation for further study.
- Suited to learners who want to **develop their knowledge of business and finance** and develop their entrepreneurial abilities and one day run their own new business for those who prefer to learn practically.

## BTEC First Award in Business

There are three mandatory units plus one optional unit

Mandatory Units	Internal/external exam/assessment	Unit size (GLH)
1. Introduction to Business	Internal assessment	30
2. Finance for Business	External assessment	30
3. Enterprise in the Business World	Internal assessment	30

## BTEC First Certificate, Extended Certificate and Diploma in Business

There are up to six mandatory units plus optional units

Mandatory Units	Internal/external exam/assessment	Unit size (GLH)	Qualification size
1. Enterprise in the Business World	Internal assessment	30	Certificate, Extended Certificate, Diploma
2. Finance for Business	External assessment	30	Certificate, Extended Certificate, Diploma
3. Promoting a Brand	Internal assessment	30	Diploma
9. Principles of Marketing	External assessment	30	Certificate, Extended Certificate, Diploma
18. Small Business Planning	Internal assessment	90	Diploma
19. Introducing Project Management	Internal assessment	90	Diploma

# BTEC Tech Award in Enterprise (2022)

Key Stage



## Content Focus:

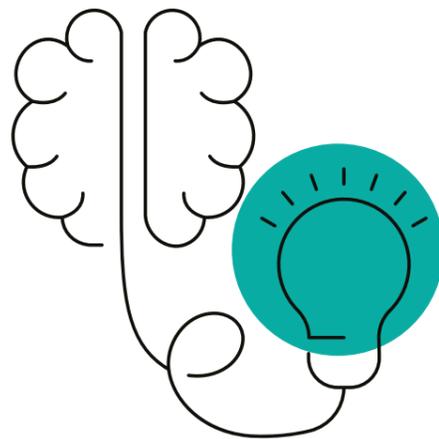
- A mix of **theoretical and practical content** that can be taught flexibly. This creative approach to teaching enterprise will encourage your learners to explore the world of business and what makes an enterprise successful.
- Learners will get to examine enterprises and the skills needed by entrepreneurs, **plan and present an enterprise idea** and explore marketing and finance.

## Developed skills:

- Gives learners insight into planning their own enterprise and equips them with a broad range of **transferable skills** that will provide them with a solid foundation for further study and employment.
- Suited to learners who want to develop their **entrepreneurial skills** and one day run their own enterprise and students who prefer to learn practically.

Mandatory Units	Internal/external exam/assessment	% of course
1. Exploring enterprises	Internal assessment	30%
2. Planning and Presenting a Micro-Enterprise Idea	Internal assessment	30%
3. Marketing and Finance for Enterprise	External assessment	40%

Find out how this BTEC is helping learners develop their entrepreneurial skills



# Pearson Edexcel GCSE in Business (2017)

Key Stage



## Content Focus:

- Our specification is structured into two themes, taking learners from how entrepreneurs start businesses (*Theme 1*) through to growing and global businesses (*Theme 2*).

## Learner profile:

- Our assessments are clear, accessible and well-designed, helping to engage your learners by using **real and relevant business examples**.
- The content provides opportunities for learners to engage with local businesses to gain a better perspective of the opportunities the subject provides to learners from all backgrounds and encourages the study of businesses found local to their school, UK wide, and globally.

Component	Internal/external exam/assessment	% of course
<b>Theme 1</b>		
1. Enterprise and entrepreneurship	External assessment Written examination 90 minutes	50%
2. Spotting a business opportunity		
3. Putting a business idea into practice		
4. Making the business effective		
5. Understanding external influences on business		
<b>Theme 2</b>		
1. Growing the business	External assessment Written examination 90 minutes	50%
2. Making marketing decisions		
3. Making product decisions		
4. Making financial decisions		
5. Making human resource decisions		

# BTEC Technical Certificates in Business Enterprise, Business Administration and Marketing (2020)

Key Stage

5

## Content Focus:

- A mix of theoretical and practical content that can be taught flexibly.
- There are three different technical certificates available. These are level 2 qualifications suitable for learners aged 16+
- BTEC Technical Certificate in Business Enterprise allows learners to delve into the world of being an entrepreneur as they discover the underpinning principles of business and enterprise and plan and develop their own business idea.
- BTEC Technical Certificate in Business Administration allows learners to learn the skills and knowledge necessary to work in an administration setting through practical means.
- BTEC Technical Certificate in Marketing allows learners to develop the skills and knowledge that are pertinent to modern marketers, including digital marketing and customer communications.

## Learner profile:

- Gives learners an introduction to business enterprise, marketing or administration and equips them with a broad range of transferable skills that will provide them with a solid foundation for further study and employment.
- Suited to learners who want to develop their knowledge of business enterprise, administration or marketing and develop practical skills so that they can one day run their own new business, work in marketing or administration for those who prefer to learn practically.

## BTEC Technical Certificate in Business Enterprise

There are four mandatory units

Mandatory Units	Internal/external exam/assessment	Unit size (GLH)
1. The Business Enterprise Environment	External assessment	60
2. Researching a Concept for a New or Revised Product or Service	Internal assessment	60
3. Promoting and Financing an Enterprise Idea	Internal assessment	60
4. Planning and Pitching an Enterprise Idea	Internal assessment	60

## BTEC Technical Certificate in Business Administration

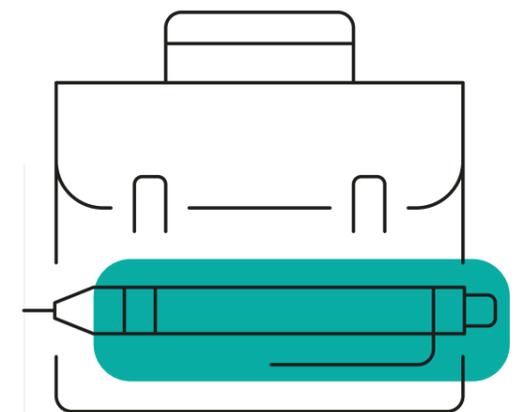
There are four mandatory units

Mandatory Units	Internal/external exam/assessment	Unit size (GLH)
1. Understanding Administrative Services	External assessment	60
2. Providing Administrative Services	Internal assessment	60
3. Using Business Technology to Process and Communicate Information	Internal assessment	60
4. Planning, Organising and Supporting Business Events	Internal assessment	60

## BTEC Technical Certificate in Marketing

There are four mandatory units

Mandatory Units	Internal/external exam/assessment	Unit size (GLH)
1. Marketing in Business	External assessment	60
2. Researching the Marketing of a Product or Service	Internal assessment	60
3. Create Digital Marketing Communications	Internal assessment	60
4. Plan and Present a Marketing Campaign	Internal assessment	60



# BTEC Nationals in Business (2022)

Key Stage



## Content Focus:

- Many professional bodies including the Chartered Insurance Institute (CII), The ACCA and The Chartered Management Institute (CMI) support the BTEC Nationals in Business and students can gain benefits from **these partnerships**.
- Available to be taught in Certificate (180 GLH), Extended Certificate size (360 GLH), Foundation Diploma (510 GLH), Diploma (720 GLH), Extended Diploma (1080 GLH) sizes.
- Covers a **broad selection of units** including how to develop a marketing campaign, personal and business finance, and principles of management among many others.

## Learner profile:

- Ideal for learners who would benefit from **developing business skills** alongside their other subjects or would like to study business full-time with a view toward entering Higher Education, employment or an apprenticeship.

Find out about BTEC Student of the year 2018 Rachna Udasi's experience studying her BTEC Nationals in Business.



Mandatory Units	Internal/external exam/assessment	Unit size (GLH)	Qualification size
1. Exploring Business	Internal assessment	90	All sizes
2. Developing a Marketing Campaign	External assessment	90	All sizes
3. Personal and Business Finance	External assessment	120	Extended Certificate, Foundation Diploma, Diploma, Extended Diploma
4. Managing an Event	Internal assessment	90	Foundation Diploma, Diploma, Extended Diploma
5. International Business	Internal assessment	90	Diploma, Extended Diploma
6. Principles of Management	External assessment	120	Diploma, Extended Diploma
7. Business Decision Making	External assessment	120	Extended Diploma



# BTEC Nationals in Marketing (2020)

Key Stage



## Content Focus:

- Available to be taught in Extended Certificate (360GLH), Diploma (720 GLH) and Extended Diploma (1080 GLH).
- Covers a broad range of dynamic and industry specific content including social media marketing and event marketing. These will excite learners and allow them to delve into the world of marketing, starting with a deep dive into the careers available in the industry.
- Large units allow learners to create project-type evidence which mirrors industry practice with no external assessment.
- **Partnership benefits** from the Chartered Institute of Marketing.

## Learner profile:

- Ideal for learners who would benefit from developing marketing skills alongside their other subjects or would like to study marketing full-time with a view towards Higher Education, employment or an apprenticeship.



Mandatory Units	Internal/external exam/assessment	Unit size (GLH)	Qualification size
1. Careers in Marketing	Internal assessment	60	All sizes
2. Marketing Principles	Internal assessment	120	All sizes
3. Customer Communications	Internal assessment	180	All sizes
4. Applying Digital Marketing	Internal assessment	180	Diploma, Extended Diploma
5. Branding Products and Services	Internal assessment	60	Diploma, Extended Diploma
6. Generating Customer Loyalty	Internal assessment	60	Diploma, Extended Diploma
7. Marketing an Event	Internal assessment	120	Extended Diploma



# BTEC Nationals in Enterprise and Entrepreneurship (2016)

Key Stage



## Content Focus:

- Available to be taught in Certificate (180 GLH), Extended Certificate (360 GLH), Foundation Diploma (510 GLH), Diploma (720 GLH), and Extended Diploma (1080 GLH) sizes.
- Develops **intrapreneurial skills** that allow learners to add value as an employee whilst equipping them with the skills and knowledge required to run their own business.

## Learner profile:

- The opportunity to study enterprise and the **mindset of entrepreneurs** along with the risks, opportunities and constraints of running an enterprise.
- A range of topics that can be **tailored to the learner's goals** including social enterprise and innovation.

Mandatory Units	Internal/external exam/assessment	Unit size (GLH)	Qualification size
1. Enterprise and Entrepreneurs	Internal assessment	90	All sizes
2. Developing a Marketing Campaign	External assessment	90	All sizes
3. Personal and Business Finance	External assessment	120	Extended Certificate, Foundation Diploma, Diploma, Extended Diploma
4. Launch and run an Enterprise	Internal assessment	90	Foundation Diploma, Diploma, Extended Diploma
5. Survival and Growth	Internal assessment	90	Diploma, Extended Diploma
6. Business Decision Making	External assessment	120	Diploma, Extended Diploma
12. Principles of Management	External assessment	120	Extended Diploma
13. Developing an Enterprise Strategy	Internal assessment	120	Extended Diploma



# Pearson Edexcel AS and A level Business (2015)

Key Stage



## Content Focus:

- Clear and coherent structure – **four engaging and up-to-date themes**.
- Helps develop a holistic understanding of business – learners **investigate, analyse and evaluate** business opportunities and issues, and are encouraged to take a more **strategic view** of their decisions and recommendations.

## Learner profile:

- Suited to learners who are considering progression on to business related degrees, or wanting to develop a complete understanding of the current challenges and issues facing businesses in the UK and abroad, in preparation for the world of work.
- Develops future proof skills for a multitude of careers, from how to be a critical thinker, effective communication in the world of work, understanding research methodology, and a space to explore personal growth in the world of business through both leadership and collaboration.

## AS level Business

Component	Internal/external exam/assessment	% of course
Theme 1. Marketing and People	Paper 1	80 marks, 1.5 hours 50% of qualification
Theme 2. Managing business activities	Paper 2	80 marks, 1.5 hours 50% of qualification

## A level Business

Component	Internal/external exam/assessment	% of course
Theme 1. Marketing and People	Paper 1	Themes 1 & 4 35%
Theme 2. Managing business activities	Paper 2	Themes 2 & 3 35%
Theme 3. Business decisions and strategy	Paper 3	All 4 Themes 30%
Theme 4. Global business		



# Where can Business, Enterprise and Marketing take you?

We know learning doesn't stop in the classroom. Our Business, Enterprise and Marketing qualifications open up a world of experiences for learners and help develop them as individuals with impressive skillsets, prepared and excited for their futures.

We are on a mission to inspire learners of all abilities and backgrounds to get involved in business and take the future into their own hands.

[Explore our #BeInBusiness campaign and free resources.](#)

**Year 10 and 11 Students Bobbi, Kai, Ria, Jaya and Deraj and Aki Atwal, Business and Economics teacher, and Robin Babbage, Head of B.I.T.E. Faculty.**

Pearson Edexcel GCSE and A level Business  
Hamstead Hall Academy, Birmingham

Our Pearson GCSE and A level Business students **discuss diversity and inclusion in the business industry** and reflect on the importance of learning about business from a young age.



*"I do feel like women are represented in business... because on social media platforms there are plenty of influencers that represent different cultures, ethnicities and backgrounds. We are never all brought up the same way and everyone has a different story to tell."*

Bobbi

*"We have previously in the past had business studies heavily taken up by males and we are seeing more of a balance [now]. That is through the inclusion of what examples of businesses we introduce into the subject."*

Aki Atwal



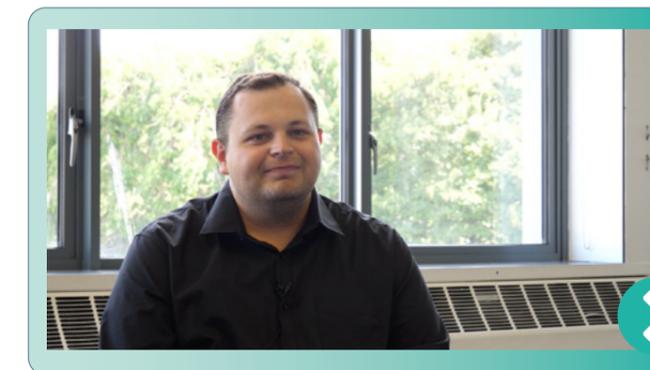
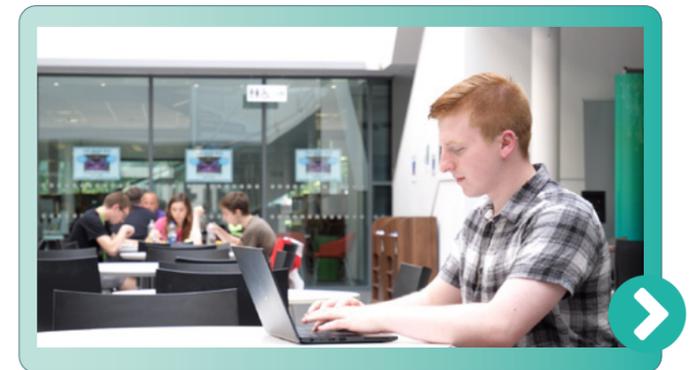
**William King and Reece Leggett**

BTEC National in Business  
The Grimsby Institute

We spoke to **William King** and his tutor **Reece Leggett** about his extraordinary learning journey with **BTEC National Business**. Watch Will's personal story of achievement, and discover how his practical Business qualification helped him to win a £25,000 scholarship for a top UK university.

*"It's built a lot of confidence in me. If you were thinking about doing a BTEC in Business, I'd definitely say just go for it!"*

Will King



*"This qualification allows learners to be fully supported in their individual needs. It gives them the skills and the qualities they're going to need going forward."*

*I hope to see Will one day sat in a Dragon's Den chair!"*

Reece Leggett



# A consistent approach to support

## Free support materials

Our website has a variety of free support materials for each qualification, from specifications, to sample assessment materials, course planners and first-look guides.

With dedicated subject advisor Colin Leith, across our range of Enterprise and Marketing qualifications, the support and guidance you'll receive will be at the same high standard no matter the choice you make.



**Colin Leith**  
Subject Advisor  
Business & Economics

## Keep up to date

UK: 0333 0 16 5450

Intl: +44 (0)333 016 5450

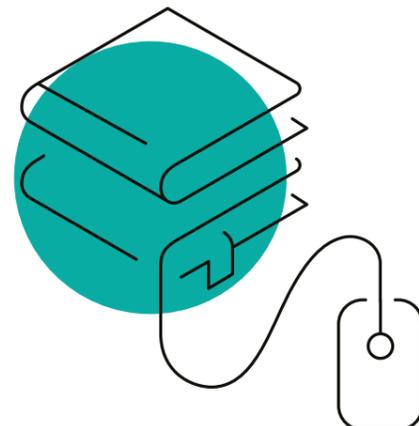
Email: [teachingbusiness@pearson.com](mailto:teachingbusiness@pearson.com)

Twitter: [@PearsonEconBus](https://twitter.com/PearsonEconBus)

[Support Portal](#)

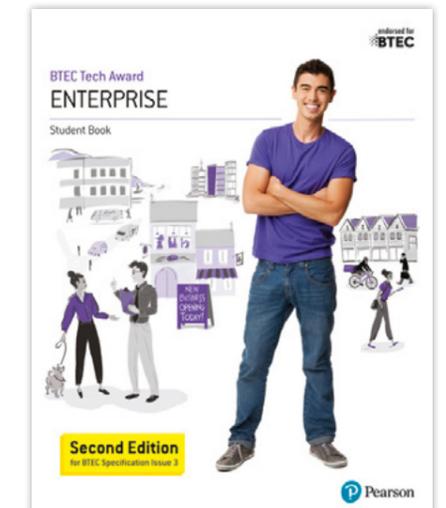
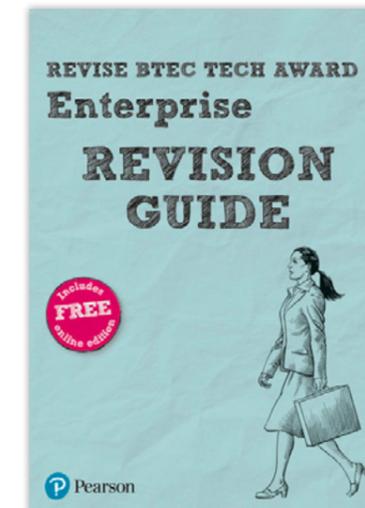
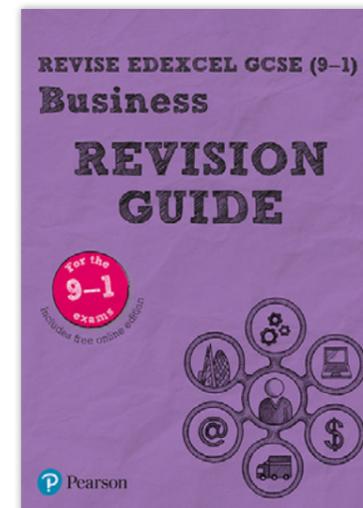
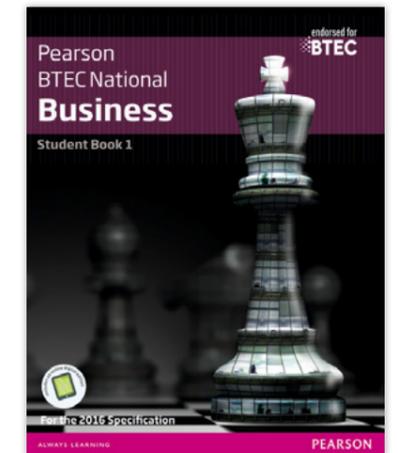
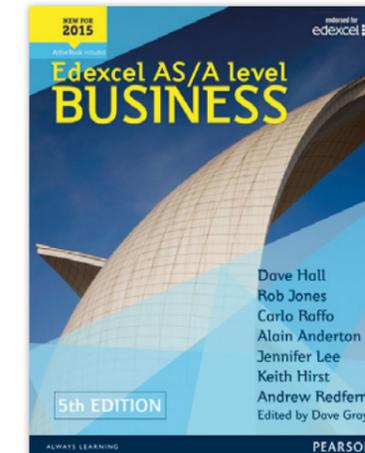
“ There's loads of support coming through the website, the Facebook group, and the responses I get to emails has been second to none – it's some of the best support I've ever experienced.

Adnan Ilahi  
Key Stage Co-ordinator for Business  
Preston Manor School



## Resources to support you

There's also a host of published resources\* for teaching and revision across both the GCSE and BTEC qualifications. You can tailor your use of the available materials, keeping you and your learners' needs at the heart of what you do.



\*You don't have to purchase resources to teach any of our qualifications.



# Your next steps



Visit our **Business homepage**



**Talk to us** about Business, Enterprise and Marketing



**Sign up to email updates** from our Business subject advisor



We offer online and pre-recorded **training events** for GCSE, GCE and BTEC teachers. Book your place.



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