

Uni App Work

8. Recruitment and Selection



2. Developing a marketing campaign



3. Personal and Business Finance



Year 13

6. Principles of Management



4: Managing and event



5. International Business



Year 12

9. Team Building



1: Exploring Business



BTEC Curriculum Rationale and Sequencing

Students begin the course by studying **Exploring Business**, which serves as its foundation. Important *foundational business terms* and ideas about what makes a *successful business* are covered in this course. Following that is **Team-Building**, which gives students their first exposure to *practical work* and equips them with the skills they need to successfully complete the **Managing an Event** module. **Personal and Business Finance** and **International Business** are covered in the first year of study to provide students with a comprehensive understanding of *finance* and the *global business environment*. The business exploration unit from the course's commencement is built upon in the finance unit as well. The challenging units of **Developing a Marketing Campaign** and **Principles of Management** are then completed by students in Year 13, and the preceding five units have given them a solid foundation to produce two 3-hour *reports*. The practical component of **Recruitment and Selection**, where students *conduct interviews* and apply all they have learned, makes for a *satisfying and enjoyable* conclusion to the course's final unit.