

BTEC Works for **Business, Enterprise and Marketing**

Click on the subject name below to learn more

- ➔ **Business**
- ➔ **Enterprise**
- ➔ **Marketing**



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BTEC Works for Business

Ever wondered how businesses work, why some brands are so successful, and how companies make it to number one in their field? Or have you had ideas about a business of your own you want to start?

Studying a BTEC in Business or Enterprise gives you the scope to develop a broader understanding of business organisations and practices, providing subject-specific skills and knowledge about markets, customers, finance, marketing, operations, communication, information technology and business strategy. Practical assignments set in real-life business scenarios help you learn, build skills and develop behaviours which you'll use in whatever career you choose in the future.

What kind of career can I go into?

With business needed in every industry, you can be sure that studying business will support you in your career goals. Here are a few ideas to get you started:

- Business Advisor
- Civil Servant
- Financial Manager
- Management Consultant
- Project Manager
- Marketing Executive
- Retail Manager
- Office Manager

Units at a glance

If you choose to study a BTEC in Business, you could study units such as*:

BTEC Level 1/Level 2 Firsts in Business

- Introduction to Business
- Finance for Business
- Enterprise in the Business World

BTEC Level 3 National in Business

- Exploring Business
- Personal and Business Finance
- Managing an Event

BTEC Level 4/Level 5 Higher National Certificate/Diploma

- Accounting and Finance
- Human Resource Management
- Business Management
- Law

We've agreed with the **Chartered Management Institute** (CMI) that students studying relevant BTEC qualifications in Business are eligible for Foundation Chartered Manager status, awarded only by the CMI.



In partnership with the **Association of Chartered Certified Accountants** (ACCA), we've agreed that students completing any of the BTEC Level 3 National Extended Diplomas in Business will meet the entry requirements for the ACCA Level 4 qualification.



We've partnered with the **Chartered Insurance Institute** (CII) and agreed that five optional units in our BTEC Level 3 National Extended Diploma in Business (2016) will feature content that aligns with two CII qualifications.



* This is just a selection of the full range of units. Some units are optional and vary depending which qualification size you pick.

Lily Carcaterra

Studied

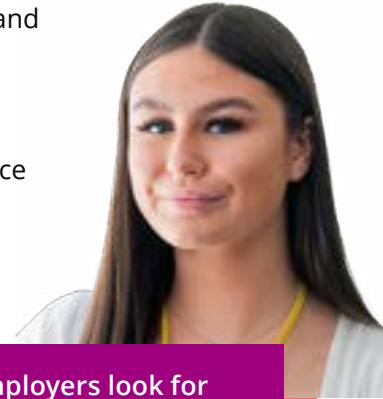
BTEC Level 3 Extended Diploma in Business, Newcastle & Stafford Colleges Group.

Course highlights

Being able to delve deeper into specific units of interest such as business operations and organisational behaviours.

Next Steps

Lily has secured a place at university and is majoring in Business and Psychology.



The top 5 skills employers look for that you'll learn on this BTEC course



Problem-solving



Organisation



Digital skills



Research skills



Working with others

BTEC Works for Enterprise

A BTEC in Enterprise enables you to be exposed to and learn from challenges in simulated yet real-world examples. You can meet entrepreneurs, and take on practical activities that test presentation skills, teamwork, and commercial awareness.

Everybody can be enterprising, even if we don't all become entrepreneurs. Entrepreneurs are people whose actions reflect an initiative involving risk.

What kind of career can I go into?

New enterprises are on the rise and entrepreneurial skills are increasingly sought after by employers. Here are a few ideas to get you started:

- Business Owner
- Entrepreneur
- Retail Manager
- Management Consultant
- Project Manager
- Business Advisor

Units at a glance

If you choose to study a BTEC in Enterprise, you could study units such as*:

BTEC Level 1/Level 2 Tech Award in Enterprise

- Exploring Enterprises
- Planning for and Pitching an Enterprise Activity
- Promotion and Finance for Enterprise

BTEC Level 3 National in Enterprise and Entrepreneurship

- Enterprise and Entrepreneurs
- Launch and Run an Enterprise
- Survival and Growth

BTEC Level 4/Level 5 Higher National Certificate/Diploma

- Entrepreneurship and Small Business Management
- Procurement and Supply Management

* This is just a selection of the full range of units. Some units are optional and vary depending which qualification size you pick.


Peter Jones Foundation

We're delighted that the Peter Jones Foundation has agreed to work in partnership with Pearson to encourage learners across the UK to explore their entrepreneurial spirit and develop their skills to become young entrepreneurs.




**PETER JONES
FOUNDATION**


The top 5 skills employers look for that you'll learn on this BTEC course

 Strong communication

 Creative innovation

 Digital skills

 Leadership

 Problem solving

BTEC Works for Marketing

Marketing is an industry that is always future-facing and purposeful. Many people working in the industry are digitally savvy and embrace technological change, adopting tools and techniques that will help them to drive sales, deliver leads or increase engagement.

Completing a BTEC in marketing will equip you with skills and knowledge around marketing principles, customer communications and more.

What kind of career can I go into?

Some of the roles you might work in are:

- Account Manager
- Brand Manager
- Content Lead
- Customer Insight Manager
- Digital Marketing Manager
- Email Marketing Manager
- Graphic Designer
- Market Research Analyst
- Product Marketer
- SEO Specialist
- Social Media Executive
- Video Marketing Specialist

Units at a glance

If you choose to study a BTEC in Marketing, you could study units such as*:

BTEC Level 3 National in Marketing

- Careers in Marketing
- Marketing Principles
- Applying Digital Marketing

BTEC Level 4/Level 5 Higher National Certificate/Diploma

- Digital Marketing
- Integrated Marketing Communications
- Marketing Insights and Analytics

* This is just a selection of the full range of units. Some units are optional and vary depending which qualification size you pick.

BTEC Marketing professional bodies partnerships

Chartered Institute of Marketing (CIM)


Students who successfully complete a BTEC Level 3 National in Marketing qualification will be able to gain an exemption from the exam and assignments that make up the CIM Level 3 Marketing Principles module. This is one of two modules that forms the CIM Level 3 Foundation Certificate in Professional Marketing/Digital Marketing.


Find out more
→ btecworks.com/CIM




The top 5 skills employers look for that you'll learn on this BTEC course

 Communication

 Problem solving

 Creativity

 Relationship building

 Planning