

BUSINESS

Y12 Induction

June 2026



Why study Business?

Course Units

Unit 1: Exploring Business (**Coursework**)

Unit 2: Developing a Marketing Campaign

Unit 3: Personal and Business Finance

Unit 8: Recruitment and Selection Process (**Coursework**)



UNITS	TERM 1	TERM 2	TERM 3	TERM 4	TERM 5	TERM 6
YEAR 12						
1 – Exploring Business						
2 – Developing a Marketing Campaign (externally assessed)					EXAM	Start Unit 3
YEAR 13						
3 – Personal and Business Finance (examination)			EXAM			
8 – Recruitment and Selection in Business						Course Complete

Careers

- Entrepreneurs: UNITS 1,2,3,8
 - Accountant: UNIT 3
- HR Professionals: UNITS 1, 8
- Lawyers/ Barristers: UNITS 1,2,8
- Cafes/ restaurants: UNITS 1,3
 - Tattoo artists: UNITS 1,2,3
 - Bankers: UNITS 1,3
- Marketing Strategists: UNIT 2

Aspire • Challenge • Achieve

How the course will be assessed?

UNITS	Internal Assessment	External Assessment
1 – Exploring Business	• 3 assignments • Assessed by class teacher	
2 – Developing a Marketing Campaign (externally assessed)		• Based on a pre-seen case study • 2 hours preparation time • 3 hours supervised controlled assessment (April/May – Y12)
3 – Personal and Business Finance (examination)		• 2 hour written paper (January – Y13)
8 – Recruitment and Selection in Business	• 2 assignments • Assessed by class teacher	

BTEC vs A-level

- Distinction* is A* equivalent in A-level and UCAS 56 Points
- Distinction is A equivalent in A-level and UCAS 48 points
- Merit is C equivalent in A-level and UCAS 32 points
- Pass is E equivalent in A-level and UCAS 16 points

[BTEC and UCAS points](#) | [Pearson qualifications](#)

University may seem a million years away but have a look at what UCAS points possible courses may want from you.

Entry requirements

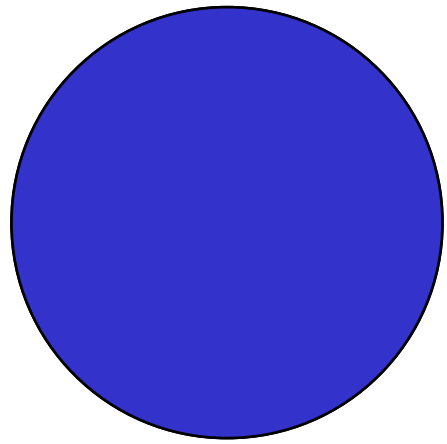
A levels – To get on to a business-related degree, you will usually need a minimum of two A levels, with three A levels and A/B grades required for the most popular courses. Entry requirements range from CCC to AAB, with the universities and colleges **most commonly asking for BBB**.

What courses are available?

Universities and colleges in the UK are offering courses in the following subject areas:

- [Business studies](#)
- [Management studies](#)
- [Finance](#)
- [Accounting](#)
- [Marketing](#)
- [Human resource management](#)
- [Hospitality, leisure, and tourism](#)

Team task: teams 3-4



10 minutes

- You have been given 30 strands of spaghetti
- 4 paper straws
- Block of blutack
- 1 marshmallow
- 1 length of tape

Using just these supplies your team must build the tallest freestanding tower (you cannot hold it up or have other objects supporting it). The marshmallow must be at the top of the tower!

Points awarded for aesthetics!

Skills

- Communication
- Creativity
- Problem solving
- Leadership
- Time management



What skills have you used?



Advice from Year 12 Students

Don't stress out but make sure you meet deadlines so you can get the best grade possible. Use your free time well when you have work so you don't fall behind ~~any~~ and enjoy x.

- Keep up-to-date with work.
- Don't stress yourself
- Ask peers for help
- Enjoy it!

Keep to deadlines because once you get behind on one thing it will set you back for everything. You will get it done :)

- do your homework
- push yourself
- don't skive ISL's

Do the work on time to make sure you meet deadlines, USE YOUR ISL'S! And don't worry unit 1 is the hardest, after that it gets better. Believe in yourself!!

Keep on top of your work. Use ISL's to complete work. If confused ask for help.

Take all of your teacher's advice and use their resources they give!

Summer work



Task 1 – Don't Lose Hope Research Task

For this task you should be looking at completing 1 x A4 page (or more) of notes with findings from the questions below

Task 2 -Tesco SWOT Analysis

Complete a SWOT analysis on Tesco. You should aim for 3 points in each section of the SWOT analysis adding in supporting evidence

Task 3 - Tesco timeline of the History of Innovations

Create a timeline for the history of Tesco. The timeline can be presented in any way you like (PowerPoint, Word)