

# Introductory in Business

Level 1 BTEC



## Information

The Pearson BTEC Level 1 Introductory Award, Certificate and Diploma in Business is a qualification within a suite of introductory qualifications primarily for pre 16 learners. It is broadly equivalent in size to one GCSE. This qualification provides an engaging and relevant introduction to the world of business. Students undertake a range of units including; branding a product, finding out about business, being organised and developing a personal progression plan.

Studying this qualification will help students;



- ✓ achieve a nationally recognised Level 1 vocational qualification.
- ✓ develop skills to support GCSE English such as; creative writing and critical analysis techniques.
- ✓ by providing progression routes to post 16 programmes, apprenticeships or employment within the business sector.

# Utopia - Introductory in Business

## BTEC Level1 Introductory in Business student profile

- ✓ Pre-16 students working at level 1 with appropriate levels of English and Maths.
- ✓ Students who want to include the study of business in their broader key stage 4 curriculum.
- ✓ Students wishing to pursue a career working in the business sector.
- ✓ Kinaesthetic and creative learners with a good work ethic, who are looking to develop and apply their knowledge and skills in new and practical contexts.



## How students are assessed

- ✓ All assessments are carried out through assignments and coursework.
- ✓ Learner portfolio's include; practical and theoretical assignments, discussions, observations and presentations.
- ✓ There is no external exam.



## Learning outside the classroom

Students studying the Introductory in Business at Utopia will have the opportunity to gain practical experience in a variety of settings. Opportunities to visit; Chester Zoo, Wirral Met and local businesses are some of the highlights of this course.



## Why study BTEC Level 1 Introductory in Business?

- ✓ Improve practical skills in a range of business fields.
- ✓ Progress to Level 2 academic or vocational courses in Business or related subjects such as ICT.
- ✓ Develop a basic understanding of the Business industry and how it works.

To reserve a place on this course please contact: T: 07719084493 E: [office@utopiaproject.org.uk](mailto:office@utopiaproject.org.uk)