

Edexcel BTEC Level 1/Level 2 First Award in Business

In order to ensure that students are fairly assessed and given opportunities to demonstrate their knowledge and understanding of the Business qualification the following will be used to determine a student's TAG (Teacher assessed Grade)

Type Of Assessment	Topic and Assessment Criteria that will be assessed.	Date Assessment has or will take place
<p>External Assessment</p> <p>Online Exam</p>	<p>Unit 2: Finance in Business</p> <p>Assessment Evidence: Learning Aim A: Understand the costs involved in business and how businesses make a profit Learning Aim B: Understand how businesses plan for success Learning Aim C: Understand how businesses measure success and identify areas for improvement.</p>	<p>27th January 2021</p> <p>*Marked by Exam Board</p>
<p>Internal Assessment- Coursework</p>	<p>Unit 1: Introduction to Business</p> <p>Assessment Evidence: Learning Aim A: Explore how businesses operate</p> <ul style="list-style-type: none"> ● Evidence: Report on the two business' purpose, aims and activities ● Evidence: Report on the two business' KPIs and financial and non-financial <p>Learning Aim B: Consider how market research helps a business to understand the market</p> <ul style="list-style-type: none"> ● Evidence: Report - Explain how a selected business uses primary and secondary market research to gather information on its market. <p>Learning Aim C: Investigate the use of the marketing mix (the 4Ps)</p> <ul style="list-style-type: none"> ● Evidence: Report - Analyse how the marketing mix of a business meets the need of its market. 	<p>29th April 2021</p> <p>*Unit requested for Standards Verification by Edexcel</p>
<p>Internal Assessment- Coursework</p>	<p>Unit 3: Enterprise in the Business World</p> <p>Assessment Evidence: Learning Aim A: Know how trends and the current business environment may impact on a business 2A P1/P2/M1/M2/D1</p> <ul style="list-style-type: none"> ● Evidence: Report on the factors and trends that can impact on a start up business 	<p>21st May 2021</p>