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BTEC National for IT Practitioners: Business Units

By Sharon Yull

Paperback. Book Condition: New. Not Signed; BTEC National for IT Practitioners: Business Units has been written specifically to cover the business pathway of the BTEC National specifications. This book caters for one of the most popular pathways in the BTEC National specifications, bringing together all the key specialist units for students who have chosen the business route, including the core units specific to this pathway that aren't covered in the core unit book. When used alongside its companions for the core units and systems support pathways, this series delivers the most accessible and usable student textbooks available for the BTEC National. Units covered: Unit 1 - Exploring Business Activity Unit 4 - IT Project Unit 2 - Investigating Business Resources Unit 34 - E Commerce Unit 3 - Introduction to Marketing Unit 35 - Impact of the Use of IT on Business Systems Unit 4 - IT Project Unit 34 - E Commerce Unit 35 - Impact of the Use of IT on Business Systems Written by an experienced tutor, each unit is illustrated with assessment activities, end-of-chapter questions, case studies and practical exercises. The result is a clear, straightforward textbook that encourages independent study and acts as a reference...



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