



Business: BTEC National Level 3 Extended Certificate in Business

Curriculum Intent

BTEC Business L3 – Extended Certificate:	Y12 Content	Y12 Key Assessment	Y13 Content	Y13 Key Assessment
Autumn 1	<p>Unit 1 – Exploring Business. Features contributing to the success of contrasting businesses.</p> <p>Brief 1:</p> <p>This unit will help you gain an understanding of the key ingredients for business success; how businesses are organised; how they communicate and their ownership and their aims and objectives.</p>	<p>Formative coursework assessment.</p>	<p>Unit 3 – Personal and Business Finance continued. Externally assessed exam January.</p> <p>In this part of unit 3 you will look at business finance and accounting and will look at:</p> <p>Understand the purpose of accounting.</p> <p>Types of income and expenditure</p> <p>Sources of Finance</p>	<p>Summative topics tests.</p> <p>Personal Finance Test</p> <p>Exam question practise</p> <p>Formative coursework assessment</p>



			Cash flow forecasts Break-even analysis Unit 8 – Recruitment and Selection Process Examine how effective recruitment and selection contribute to business success.	
Autumn 2	Unit 1 – Exploring Business. Features contributing to the success of contrasting businesses. Brief 1 - continued: This unit will help you gain an understanding of the key ingredients for business success; how businesses are organised; how they communicate and their ownership and their aims and objectives.	Formative coursework assessment.	Unit 3 – Continued - Personal and Business Finance continued. Externally assessed exam January. Statement of comprehensive income Statement of financial position Ratio analysis Unit 8 – Recruitment and Selection Process Brief 1:	Summative topics tests Exam question practise. Mock exam 1 Mock exam 2 Formative coursework assessment.



			<p>Examine how effective recruitment and selection contribute to business success.</p> <p>In this unit you will look at the reasons for recruiting staff and the process of recruitment including documents; selection and legal considerations</p>	
Spring 1	<p>Unit 2 – Developing a Marketing Campaign. Externally assessed controlled assessment in May</p> <p>In this unit you will look at the principles and purposes of marketing; marketing aims and objectives and the types of market a business may operate in. You will look at branding; personality and USP's. You will look at the costs and external influences that could affect a marketing campaign. You will look at target markets and identify competition. You will use given market research data to help develop your own marketing campaign. You will use situation analysis and select appropriate</p>	<p>Summative topic questions</p> <p>Exam questions practise</p>	<p>Unit 3 – Personal and Business Finance</p> <p>Unit 8 – Recruitment and Selection Process Undertake a recruitment activity to demonstrate the processes leading to a successful job offer.</p> <p>Brief 2:</p> <p>In this unit you will look at creating recruitment documents; communication skills; reviewing others; skills development; participate in interviews as interviewee and</p>	<p>Exam January</p> <p>Formative coursework assessment.</p>



	aims and objectives for your marketing proposal ideas and create your own extended marketing mix. You will cost; select appropriate media and create a timeline for your campaign		interviewer and evaluate your performance and documents	
Spring 2	<p>Unit 2 - Continued– Developing a Marketing Campaign. Externally assessed controlled assessment in May</p> <p>In this unit you will look at the principles and purposes of marketing; marketing aims and objectives and the types of market a business may operate in. You will look at branding; personality and USP's. You will look at the costs and external influences that could affect a marketing campaign. You will look at target markets and identify competition. You will use given market research data to help develop your own marketing campaign. You will use situation analysis and select appropriate aims and objectives for your marketing proposal ideas and create your own extended marketing mix. You will cost;</p>	<p>Mock controlled assessment</p> <p>Questions / case study work</p>	<p>Unit 8 – Recruitment and Selection Process</p> <p>Undertake a recruitment activity to demonstrate the processes leading to a successful job offer.</p> <p>Brief 2 – continued.</p> <p>Re-cap Unit 2 – Developing a Marketing Campaign for those who want to re-take in May</p> <p>Re-cap Unit 3 Personal and Business Finance for those who want to re-take in May/June.</p>	<p>Formative coursework assessment.</p> <p>Revision</p>



	select appropriate media and create a timeline for your campaign			
Summer 1	<p>Unit 2 – Continued - Developing a Marketing Campaign. Externally assessed controlled assessment in May</p> <p>Unit 1 – Exploring Business. How important is innovation and enterprise to today's business?</p> <p>Brief 3:</p> <p>In this unit you will prepare and present a presentation on how important innovation and enterprise is for a chosen business and how the business develops in a changing market</p>	<p>Controlled assessment May</p> <p>Formative coursework assessment.</p>	<p>Re-cap Unit 2 – Developing a Marketing Campaign for those who want to re-take in May/June</p> <p>Re-cap Unit 3 Personal and Business Finance for those who want to re-take in May/June.</p> <p>Unit 8 – Recruitment and Selection Process Reflect on the recruitment and selection process and your individual performance.</p>	<p>Revision</p> <p>Exam re-take May/June</p> <p>Final - Formative coursework assessment.</p>
Summer 2	Unit 1 – Continued - Exploring Business. How important is innovation and enterprise to today's business?	Final - Formative coursework assessment.		



	<p>Start Unit 3 – Personal and Business Finance</p> <p>In this section of Unit 3 you will learn about personal finance and will cover:</p> <p>The function and role of money.</p> <p>Different ways to pay.</p> <p>Current accounts</p> <p>Managing personal finance</p> <p>Features of financial institutions Communicating with customers. Consumer protection.</p> <p>Information guidance and advice.</p>	<p>Summative topic tests</p> <p>Exam questions practise</p>		
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