BTEC L3 NATIONAL **EXTENDED Business Studies BTEC L3 Learning Journey** CERTIFICATE IN **BUSINESS** Assessment Task SUCCESS COMES Personal Swot analysis Assessment Task SWOT analysis and Action Plan Job Application & interview Review & evaluation HARDWORK 0 Job application & interview skills **POSSIBLE RESIT** Assessment Task OF EXAMS -Recruitment process **MAY/JUNE 2022** Cash and cash-flow Breakeven analysis Effective recruitment Sources of business Unit 8 – Recruitment & Selection Legal & ethical considerations UNIT EXAM – JAN Income statements, balance sheets 2022 Income & expenditure Insurance **Current Accounts** Functions and role of money **Unit 3 Personal & Business Finance** Financial Borrowing, saving institutions Payment Assessment Task & investing methods innovation & enterprise **COUPON GOOD FOR** Product Extended **UNIT EXAM – MAY** Promotion Marketing Mix 2022 PESTLE analysis **Budgets &** Innovation and SWOT analysis Timescales Enterprise Pricing 5 Forces analysis strategies Assessment Task 0 Market analysis Market research Supply & Role of marketing Segmentation price theory marketing campaign **Practice Assessment** Task Types of market Marketing aims and objectives Assessment Task Assessment Task SWOT analysis situational analysis Organisation structures & Aims Business aims and 0 objectives Market Structures The competitive PESTLE analysis environment Organisational structures Effective Assessment Task communication Features of businesses **Unit 1 Investigating Business** Features of a Assessment Task Business business Stakeholders &

communication