

KS5 BTEC Level 3 Extended Certificate in Business – Learning Journey



Post 18

Post 18 Options:

Students can go onto study Business, Management, HR, Marketing at University or access Post 18 Level 4+ Apprenticeships



External Assessment May
Unit 2

C4 Appropriateness of marketing campaign

C3 The marketing campaign

C2 SWOT analysis and action plan

C1 Review and evaluation

External Assessment January
(RESIT) Unit 3

Revisit **Unit 3** content

C1 Marketing campaign activity

B2 Interviews and skills

C2 Marketing mix

B3 Developing the rationale

B1 Job applications

B2 Market research methods and use

Y13



A1 Recruitment of staff

A1 The role of marketing
A2 Influences on marketing activity

A2 Recruitment and selection process

B1 Purpose of researching information to identify the needs and wants of customers

A3 Ethical and legal considerations in the recruitment process

E2 Benefits and risks associated with innovation

E1 Role of innovation and enterprise

Real World Links:
 - Accountants come to discuss finance topics including own finance director
 - Students meet and discuss HR with manager
 - Students use own R&S process to select candidate



Careers Day/
Work Experience

D3 Pricing and output decisions

External Assessment May
Unit 3

F5 Measuring efficiency
F6 Limitations of ratios

F3 Measuring profitability
F4 Measuring liquidity

F2 Statement of financial position



D2 Relationship between demand, supply and price



D1 Different market structure

F1 Statement of comprehensive income

E2 Break-even analysis

C1 External environment

B4 Information guidance and advice

C2 Internal environment
C1 Purpose of accounting

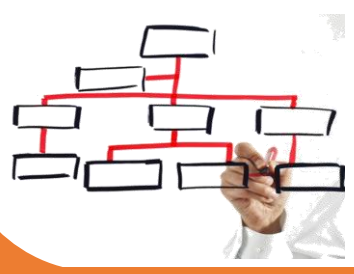
C3 Competitive environment

C2 Types of income
C3 Types of expenditure

C4 Situational analysis

D1 Sources of finance
E1 Cash flow forecasts

B3 Consumer protection in relation to personal finance



B1 Structure and organisation
B2 Aims and objectives



Unit 2: Coursework 2
x Lessons a week

Unit 3: Theory 3
Lessons a week

B1 Features of financial institutions
B2 Communicating with customers

A2 Stakeholders and their influence
A3 Effective business communications

A3 Current accounts
A4 Managing personal finance

A1 Features of businesses

A1 Functions and role of money
A2 Different ways to pay

Y12



Extended Certificate (1 A Level) Units to be delivered:
 Unit 1 – Exploring Business
 Unit 2 – Developing a Marketing Campaign
 Unit 3 – Personal & Business Finance
 Unit 8 – Recruitment & Selection Process

KS4 Prior Learning:
 Students have studied BTEC Level 2 Award in Enterprise & achieved 5 GCSEs