

Subject: BTEC Level 3 Business Extended Certificate

| | | Term 1 | Term 2 | Term 3 | Term 4 | Term 5 | Term 6 |
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| Year 12 | Assessment task(s)/title(s) | Assignment 1 (Learning Aims A & B) Unit 1 Knowledge Check | Knowledge check Assignment 2 (Learning Aims C&D) Assignment 3 (Learning Aim E) | Knowledge Check Past Exam Questions PPE | Knowledge Check Past Exam Questions Classroom Mock | Finance Unit 3 External Exam Classroom Mock | Knowledge Check Mock Research Task |
| | Key knowledge | Ownership Structure, Type of markets, Growth, Stakeholders, Methods of Communication, Functions, Measures of Success | Competitive Position of a Business, Models Used to Determine a Business's Position, Supply and Demand, Impact of PESTLE (External Factors) on a Business, Pricing Decisions, Innovation, Risk and Reward of Innovation | Functions and Role of Money, Ways to Pay, Savings and Investments, Current Accounts, Managing Personal Finance, Features of Financial Institutions, Consumer Protection, Information and Guidance, Communicating with Customers, Financial Accounting, Types of Income, Types of Expenditure, Sources of Finance, Break Even, Cash Flow, Statement of Comprehensive Income, Statement of Financial Position, Measuring Profitability, Measuring Liquidity, Measuring Efficiency, Limitations of Ratios | Functions and Role of Money, Ways to Pay, Savings and Investments, Current Accounts, Managing Personal Finance, Features of Financial Institutions, Consumer Protection, Information and Guidance, Communicating with Customers, Financial Accounting, Types of Income, Types of Expenditure, Sources of Finance, Break Even, Cash Flow, Statement of Comprehensive Income, Statement of Financial Position, Measuring Profitability, Measuring Liquidity, Measuring Efficiency, Limitations of Ratios | Functions and Role of Money, Ways to Pay, Savings and Investments, Current Accounts, Managing Personal Finance, Features of Financial Institutions, Consumer Protection, Information and Guidance, Communicating with Customers, Financial Accounting, Types of Income, Types of Expenditure, Sources of Finance, Break Even, Cash Flow, Statement of Comprehensive Income, Statement of Financial Position, Measuring Profitability, Measuring Liquidity, Measuring Efficiency, Limitations of Ratios | Marketing Objectives, Types of Markets, Extended Marketing Mix, Market Research, Marketing Message, Budgets, Timescales, Producing a Marketing Campaign Report |
| | Vocabulary instruction | Suppliers, Multinational, Tertiary, Oral/Written Communication, Corporate Social Responsibility, SMART Targets, Customers, Employees, Marketing, Finance, Production, Customer Services, Human Resources | Supply and Demand, Elasticity of Demand, Exchange Rates, Interest Rates, Taxation, Political Factors, Environmental Considerations, Social Factors, Legal Factors, Innovation, SWOT, Porters Five Forces, Competitive Advantage, Decision-Making | Debt Solvency, Planning Expenditure, Functions of Money, Money Through Lifetime, Income and Savings, Insurance, Store Cards, Premium Bonds, Gross/Net Profit, Financial Conduct Authority (FCA), Financial Ombudsmen Service (FOS), Financial Services Compensation Scheme (FSCS), interest, bankruptcy, credit sales, depreciation, accruals and prepayments, Net Cash Flow, Break Even, Profitability, Efficiency, Liquidity | Strategy, Primary/Secondary Research, Product Life Cycle, Niche marketing, Buyer Behaviour, Branding, Elasticity, Market Share, Marketing Mix, AIDA, ASA, Standard Distribution, Boston Matrix, SWOT | Debt Solvency, Planning Expenditure, Functions of Money, Money Through Lifetime, Income and Savings, Insurance, Store Cards, Premium Bonds, Gross/Net Profit, Financial Conduct Authority (FCA), Financial Ombudsmen Service (FOS), Financial Services Compensation Scheme (FSCS), interest, bankruptcy, credit sales, depreciation, accruals and prepayments, Net Cash Flow, Break Even, Profitability, Efficiency, Liquidity | Marketing Message, Quantitative and Qualitative Research, Sampling, Validity, Reliability, Justification, Competition, target Market, Promotion, People, Physical Evidence, Process, product, Price, Place, Marketing Objectives, Market Share, Niche, Mass, USP, Gantt Charts, Budgeting, Timescales |
| | Subject-specific strand(s) | Unit 1-Exploring Business | Unit 1-Exploring Business | Unit 3- Personal and Business Finance | Unit 3- Personal and Business Finance | Unit 3- Personal and Business Finance | Unit 2- Developing a Marketing Campaign |

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| Year 13 | Assessment task(s)/title(s) | Unit 8 (Learning Aim C) | Knowledge Check, Unit 2 PPE | Unit 2 External Exam Unit 3 PPE Unit 2 PPE | Unit 2 PPE Unit 3 PPE Knowledge Checks | Revision | // |
| | Key knowledge | Evaluation of Recruitment Process, SWOT analysis, Action Planning, Best Practice of Recruitment and Selection | Marketing Objectives, Types of Markets, Extended Marketing Mix, Market Research, Marketing Message, Budgets, Timescales, Producing a Marketing Campaign Report | Exam Skills Marketing Objectives, Types of Markets, Extended Marketing Mix, Market Research, Marketing Message, Budgets, Timescales, Producing a Marketing Campaign Report | Use of previous Unit 2/3 Key Knowledge | | |
| | Vocabulary instruction | SWOT, Timescales, Improvement Actions, Comparison of Best Practice, Evaluation, Skills, Analysis, Self-Reflection | Marketing Message, Quantitative and Qualitative Research, Sampling, Validity, Reliability, Justification, Competition, target Market, Promotion, People, Physical Evidence, Process, product, Price, Place, Marketing Objectives, Market Share, Niche, Mass, USP, Gantt Charts, Budgeting, Timescales | Marketing Message, Quantitative and Qualitative Research, Sampling, Validity, Reliability, Justification, Competition, target Market, Promotion, People, Physical Evidence, Process, product, Price, Place, Marketing Objectives, Market Share, Niche, Mass, USP, Gantt Charts, Budgeting, Timescales | Use of previous Unit 2/3 Key Knowledge | | |
| | Subject-specific strand(s) | Unit 8- Recruitment and Selection | Unit 2- Developing a Marketing Campaign | Unit 2 Developing a Marketing Campaign Unit 3 Personal and Business Finance | Unit 2 Developing a Marketing Campaign Unit 3 Personal and Business Finance | | |