



BTEC Level 3 Extended Certificate in Business Curriculum Road Map KS5



Unit 2 Resit option



Your journey continues in to:
University Apprentices Work



Learning aim B: Undertake a recruitment activity to demonstrate the processes leading to a successful job offer



Learning aim C: Reflect on the recruitment and selection process and your individual performance



Learning aim A: Examine how effective recruitment and selection contribute to business success



Unit 3 Resit option
External Assessment:
Unit 2



Learning aim C: Planning and developing a marketing campaign



Unit 8
Recruitment & Selection



Unit 2 Developing a Marketing Campaign

Learning aim B: Using information to develop the rationale for a marketing campaign



Learning aim F: Complete statements of comprehensive income and financial position and evaluate a business's performance



External Assessment:
Unit 3

Unit 1 Resubmission window

Year 13

Learning aim A: Introduction to the principles and purposes of marketing

Learning aim D: Select and evaluate different sources of business finance

Learning aim C: Understand the purpose of Accounting

Learning aim B: Explore the personal finance sector

Learning aim A: Understand the importance of managing personal finance



Learning aim E: Break-even and cash flow forecasts



Unit 3
Personal & Business Finance



Demand and supply

Innovation

Measures of Success

Learning Aims C & D
The Effects of the Environment on a Business

Learning Aims E
Investigate the role and contribution of innovation and enterprise to business success



SWOT

Measures of Success

Communication

Organisation

Business Functions

Business Sectors

Unit 1
Exploring Business

Year 12

Learning Aims A & B
Features contributing to the success of contrasting businesses

Stakeholders

Aims & objectives

Business Ownership

Business size and growth

Business Enterprise

