

BTEC Level 3 Extended Certificate in Business Curriculum Road Map KS5









UNIVERSITYOF BIRMINGHAM





Unit 2 Resit option

MEDITED A







Your journey continues in to:

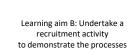
University Apprentices Work







MORRISONS



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









a marketing

campaign





Marriott



External Assessment:



Unit 2 Developing a Marketing Campaign Year

rationale for a marketing campaign

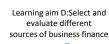
Learning aim A Introduction to

the principles and

Learning aim B:Using information to develop the



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



Accounting

REVISION!

Business

growth

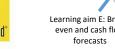
Learning aim B: Explore Learning aim C: Understand the personal finance the purpose of

13









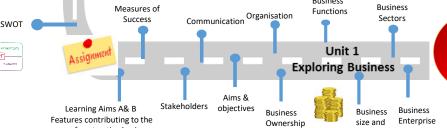


REVISION





success of contrasting businesses



Learning aim A: . Understand the importance of managing personal finance Unit 3

sector

Learning Aims E

Investigate the role and

contribution of innovation and

enterprise to business success

Year

12



