



CURRICULUM BTEC Level 3 Business JOURNEY

FURTHER STUDY

- University, Marketing executive, Apprenticeship

CAREER PATHS

- Accountancy, HR, Education, Entrepreneurship, Management, Economics

SKILLS

- Knowledge & apply, analyse data, evaluate and creative thinking

REVISION & EXAMS

REVISION

Revisit & know the central elements of each topic:

- The role of marketing
- Identify the needs and wants of customers
- Market research methods and use
- Marketing mix
- The marketing campaign

Unit 8: Recruitment & Selection Process

- Job applications
- Interviews and skills
- Review and evaluation
- SWOT analysis and action plan

Industry expert on Interview skills with advice

Preparation for unit 3 exam resit

Exam Unit 2

Unit 2: Designing a Marketing Campaign Unit 8: Recruitment & Selection Process

YEAR 13

Unit 1: Exploring Business

- External environment
 - Internal environment
 - Competitive environment
 - Situational analysis
 - Different market structure
- Provide examples of MNCs case studies as discussions

Unit 1: Exploring Business

- Relationship between demand, supply and price
- Pricing and output decisions

Unit 1: Exploring Business Unit 3: Personal & Business Finance

- Role of innovation and enterprise
- Benefits and risks associated with innovation and enterprise

- The role of marketing
- Purpose of researching information to identify the needs and wants of customers
- Market research methods and use
- Developing the rationale
- Marketing mix
- The marketing campaign
- Recruitment of staff
- Recruitment and selection process
- Ethical and legal considerations in the recruitment process

Assignment 1 continue

Assignment 1 & preparation for exam unit 3.

Unit 1: Exploring Business

- Effective business communications
- Structure and organisation
- Aims and objectives

Unit 3: Personal & Business Finance

- Purpose of accounting
- Sources of finance
- Cash flow forecasts
- Break-even analysis
- Statement of comprehensive income
- Statement of financial position

Unit 1: Exploring Business & Unit 3: Personal & Business Finance

- Features of businesses & Stakeholders influence
- Functions and role of money
- Current accounts
- Features of financial institutions
- Communicating with customers
- Consumer protection in relation to personal finance

YEAR 12

Integrate personal finance

SKILL

Knowledge & Application

SKILL

Analyse data

SKILL

Evaluate and judgement

SKILL

Creative thinking and developing skills