

**Curriculum Plan BTEC LEVEL 3 NATIONAL EXTENDED DIPLOMA IN BUSINESS**

	<b>Autumn half term 1</b>	<b>Autumn half term 2</b>	<b>Easter half term 1</b>	<b>Easter half term 2</b>	<b>Summer half term 1</b>	<b>Summer half term 2</b>
<b>Year 12 Teacher 1</b>	<p><b><u>Unit 1 Exploring a business</u></b>  <b>-Learning aim A:</b> Explore the features of different businesses and analyse what makes them successful  <b>-Learning aim B:</b> Investigate how businesses are organised  <b>-Learning aim C:</b> Examine the environment in which businesses operate</p>	<p><b><u>Unit 1 Exploring a business</u></b>  <b>-Learning aim A:</b> Explore the features of different businesses and analyse what makes them successful  <b>-Learning aim B:</b> Investigate how businesses are organised  <b>-Learning aim C:</b> Examine the environment in which businesses operate</p>	<p><b><u>Unit 2 Developing a Marketing Campaign</u></b>  <b>-Learning aim A:</b> Introduction to the principles and purposes of marketing  <b>- Learning aim B:</b> Using information to develop the rationale for a marketing campaign  <b>- Learning aim C:</b> Planning and developing a marketing campaign</p>	<p><b><u>Unit 2 Developing a Marketing Campaign</u></b>  <b>-Learning aim A:</b> Introduction to the principles and purposes of marketing  <b>- Learning aim B:</b> Using information to develop the rationale for a marketing campaign  <b>- Learning aim C:</b> Planning and developing a marketing campaign</p>	<p><b><u>Unit 4 Managing an Event</u></b>  <b>-Learning aim A:</b> Explore the role of an event organiser  <b>- Learning aim B:</b> Investigate the feasibility of a proposed event  <b>-Learning aim C:</b> Develop a detailed plan for a business or social enterprise event</p>	<p><b><u>Unit 4 Managing an Event</u></b>  <b>-Learning aim A:</b> Explore the role of an event organiser  <b>- Learning aim B:</b> Investigate the feasibility of a proposed event  <b>-Learning aim C:</b> Develop a detailed plan for a business or social enterprise event</p>
<b>Year 12 Teacher 2</b>	<p><b><u>Unit 3 Personal and Business Finance</u></b>  <b>-Learning aim A:</b> Understand the importance of managing personal finance  <b>- Learning aim B</b> Explore the personal finance sector  <b>- Learning aim C:</b> Understand the purpose of accounting</p>	<p><b><u>Unit 3 Personal and Business Finance</u></b>  <b>-Learning aim A:</b> Understand the importance of managing personal finance  <b>- Learning aim B</b> Explore the personal finance sector  <b>- Learning aim C:</b> Understand the purpose of accounting</p>	<p><b><u>Unit 8 Recruitment and Selection Process</u></b>  <b>-Learning aim A:</b> Examine how effective recruitment and selection contribute to business success  <b>-Learning aim B</b> Undertake a recruitment activity to demonstrate the processes leading to a successful job offer  <b>-Learning aim C:</b> Reflect on the recruitment and selection process and your individual performance.</p>	<p><b><u>Unit 8 Recruitment and Selection Process</u></b>  <b>-Learning aim A:</b> Examine how effective recruitment and selection contribute to business success  <b>-Learning aim B</b> Undertake a recruitment activity to demonstrate the processes leading to a successful job offer  <b>-Learning aim C:</b> Reflect on the recruitment and selection process and your individual performance</p>	<p><b><u>Unit 14 Investigating Customer Service</u></b>  <b>-Learning aim A:</b> Explore how effective customer service contributes to business success  <b>-Learning aim B:</b> Investigate the methods used to improve customer service in a business -  <b>Learning aim C:</b> Demonstrate customer service in different situations, using appropriate behaviours to meet expectations</p>	<p><b><u>Unit 14 Investigating Customer Service</u></b>  <b>-Learning aim A:</b> Explore how effective customer service contributes to business success  <b>-Learning aim B:</b> Investigate the methods used to improve customer service in a business -  <b>Learning aim C:</b> Demonstrate customer service in different situations, using appropriate behaviours to meet expectations</p>



<p><b>Year 13</b> <b>Teacher 1</b></p>	<p><b>Unit 6 Principles of management</b>  <b>-Learning aim A:</b> The definitions and functions of management  <b>- Learning aim B:</b> Management and leadership styles and skills  <b>- Learning aim C:</b> Managing human resources</p>	<p><b>Unit 6 Principles of management</b>  <b>- Learning aim D:</b> Factors influencing management, motivation and performance of the workforce  <b>- Learning aim E:</b> Impact of change  <b>- Learning aim F:</b> Quality management</p>	<p><b>Unit 21 Training and Development</b>  <b>-Learning aim A:</b> Investigate training and development in a selected business  <b>-Learning aim B:</b> Examine the planning and delivery of training programmes in a selected business  <b>-Learning aim C:</b> Develop an appropriate induction programme for a group of new starters in a selected business.</p>	<p><b>Unit 5 International Business</b>  <b>-Learning aim A:</b> Explore the international context for business operations  <b>-Learning aim B:</b> Investigate the international economic environment in which business operates  <b>-Learning aim C:</b> Investigate the external factors that influence international businesses</p>	<p><b>Unit 5 International Business</b>  <b>-Learning aim D:</b> Investigate the cultural factors that influence international businesses  <b>-Learning aim E:</b> Examine the strategic and operational approaches to developing international trade.</p>	<p><b>Revision</b></p>
<p><b>Year 13</b> <b>Teacher 2</b></p>	<p><b>Unit 7 Business decision making</b>  <b>-Learning aim A:</b> Business plans  <b>-Learning aim B:</b> Decision making in business  <b>-Learning aim C:</b> Use of research to justify the marketing of a business  <b>-Learning aim D:</b> Efficient operational management of the business</p>	<p><b>Unit 7 Business decision making</b>  <b>-Learning aim A:</b> Business plans  <b>-Learning aim B:</b> Decision making in business  <b>-Learning aim C:</b> Use of research to justify the marketing of a business  <b>-Learning aim D:</b> Efficient operational management of the business</p>	<p><b>Unit 19 Pitching for a New Business</b>  <b>-Learning aim A:</b> Explore potential ideas for a micro-business start-up  <b>-Learning aim B:</b> Develop a business plan for a viable micro-business start-up  <b>-Learning aim C:</b> Carry out a pitch for funding for the chosen micro-business.</p>	<p><b>Unit 17 Digital Marketing</b>  <b>-Learning aim A:</b> Examine the role of digital marketing within the broader marketing mix  <b>-Learning aim B:</b> Investigate the effectiveness of existing digital marketing campaigns  <b>-Learning aim C:</b> Develop a digital marketing campaign for a selected product or brand.</p>	<p><b>Unit 18 Creative Promotion</b>  <b>-Learning aim A:</b> Explore the role of integrated marketing communications in creative promotion  <b>-Learning aim B:</b> Review the effectiveness of the promotional mix used by different businesses  <b>-Learning aim C:</b> Create a plan for a promotional campaign.</p>	<p><b>Revision</b></p>