

Curriculum Plan BTEC LEVEL 3 NATIONAL EXTENDED DIPLOMA IN BUSINESS

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



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