Business BTEC Level 3 Learning Journey

Year 13

Teacher 1 – Unit 8: Recruitment & Selection (Coursework)

Learning Aim B
- Recruitment & Selection Documentation
- Interviewing
- Personal Skills

Complete Assignment 2 in Term 2



Participation in a Recruitment & Selection Activity as both Interviewer and Interviewee



Teacher 1 – Unit 8: Recruitment & Selection (Coursework)

Learning Aim C
- Evaluation of Recruitment & Selection Activity
- SWOT Analysis
- Setting Action Plans
- Impacts on Future Careers

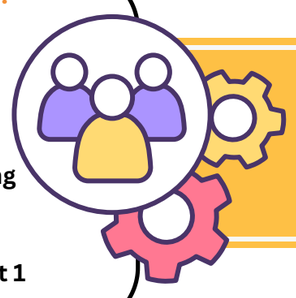
Complete Assignment 3 in Term 2

S W O T

Teacher 1 – Unit 8: Recruitment & Selection (Coursework)

Learning Aim A:
- Recruitment & Selection Process
- Workforce Planning
- Ethical Considerations

Complete Assignment 1 in Term 1



Pre-released Case Study for Assessment in Term 2. The exam is based on Recommendations and Justification for various Global Destinations linking to customer needs and appeal.



Teacher 2 – Unit 2: Developing a Marketing Campaign (Exam)

Learning Aim C:
- The Marketing Mix
- The Marketing Campaign
- Appropriateness of a Campaign



Teacher 2 – Unit 2: Developing a Marketing Campaign (Exam)

Learning Aim A:
- The Role of Marketing
- Influences of Marketing

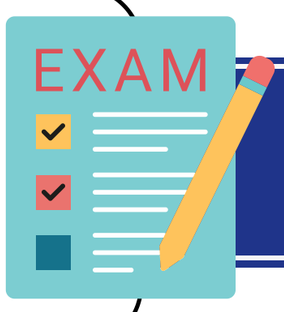


Teacher 2 – Unit 2: Developing a Marketing Campaign (Exam)

Learning Aim B:
- Purpose of Research
- Market Research
- Developing a Rationale



Exam Assessment in Summer Exam Series this is a written paper examines both literacy and numeracy skills in business.



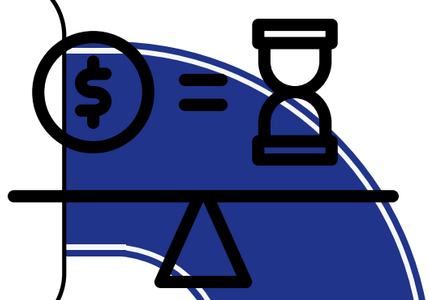
Teacher 2 – Unit 3: Personal and Business Finance (Exam)

Learning Aim F:
- Statement of Comprehensive Income
- Statement of Financial Position
- Profitability, Liquidity, Efficiency and Ratios



Teacher 2 – Unit 3: Personal and Business Finance (Exam)

Learning Aim E:
- Cash Flow Forecasting
- Break-Even Analysis



Teacher 2 – Unit 3: Personal and Business Finance (Exam)

Learning Aim B:
- Financial Institutions
- Consumer Protection



Teacher 2 – Unit 3: Personal and Business Finance (Exam)

Learning Aim C:
- Purpose of Accounting
- Income & Expenditure



Teacher 2 – Unit 3: Personal and Business Finance (Exam)

Learning Aim D:
- Sources of Finance



Teacher 2 – Unit 3: Personal and Business Finance (Exam)

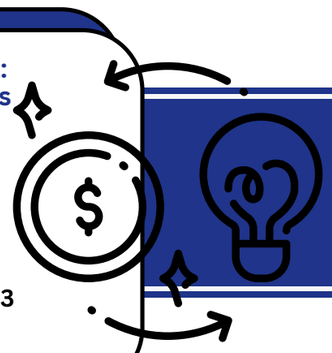
Learning Aim A:
- Functions & Role of Money
- Managing Personal Finance



Teacher 1 – Unit 1: Exploring Business (Coursework)

Learning Aim E:
- Innovation & Enterprise

Complete Assignment 3 in Term 3



Teacher 1 – Unit 1: Exploring Business (Coursework)

Learning Aim D:
- Market Structures – Perfect & Imperfect / Monopolies & Oligopolies
- Supply & Demand
- Price Output Decisions

Complete Assignment 2 in Term 2



Year 12

Teacher 1 – Unit 1: Exploring Business (Coursework)

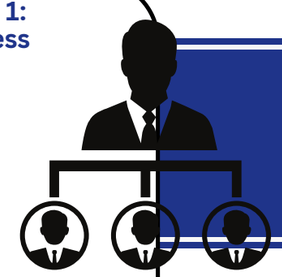
Learning Aim A:
- Features of Business
- Stakeholders
- Internal & External Communication



Teacher 1 – Unit 1: Exploring Business (Coursework)

Learning Aim B:
- Organisational Structure
- Aims and Objectives

Complete Assignment 1 in Term 1



Teacher 1 – Unit 1: Exploring Business (Coursework)

Learning Aim C:
- Business Environments – Internal, External & Competitive
- Situational Analysis Tools



Year 13 Overview

Students will build on any prior knowledge of Business or develop first time knowledge on key business concepts and theories and for their internal assessments compare the functions of public/private sector businesses and the charitable sector for their course. They will also understand and develop practical business finance skills that will be examined externally.

Year 12 Overview

Students will focus on Marketing and Human Resources this year and will sit an case study based examination on their abilities to apply skills and knowledge to developing a marketing campaign. For coursework, student will gain an insight into the recruitment and selection process and participate in a practical recruitment activity with external business leaders.

“I never dreamed about success. I worked for it.”
Estée Lauder