

Subject:	BTEC Level 3 Extended Certificate in Business	Year Group	Year 12
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Module One		Module Two		Module Three	
Module Title: Teacher 1	Module Title: Teacher 2	Module Title: Teacher 1	Module Title: Teacher 2	Module Title: Teacher 1	Module Title: Teacher 2
Unit 3 - Personal and Business Finance	Unit 2 - Developing a Marketing Campaign	Unit 3 - Personal and Business Finance	Unit 2 - Developing a Marketing Campaign	Unit 8 - Recruitment & Selection Process	Unit 1 - Exploring Business
Learning Intent for this module:	Learning Intent for this module:	Learning Intent for this Module:	Learning Intent for this module:	Learning Intent for this module:	Learning Intent for this Module:
A - Understanding the Importance of Managing Personal Finance	A - Principles and Purpose of Marketing	C - Understand the Purpose of Accounting	C - Planning and Developing a Marketing Campaign	A - Effective Recruitment & Selection	A - Explore the Features of Different Businesses
B - Explore the Personal Finance Sector	B - Rationale for a Marketing Campaign	D - Select and Evaluate Different Sources of Business Finance		B - Undertake a Recruitment Activity to Demonstrate the Process	
	C - Planning and Developing a Marketing Campaign	E - Break-Even and Cash Flow			
		F - Comprehensive Income and Financial Position			
Key Content to be learned:	Key content to be learned:	Key Content to be learned:	Key Content to be learned:	Key content to be learned:	Key Content to be learned:
A1 - Functions and Role of Money	A1 - The Role of Marketing	C1 - Purpose of Accounting	C2 - Marketing Mix	A1 - Recruitment of Staff	A1 - Features of Businesses
A2 - Different Ways to Pay	A2 - Influences on Marketing Activity	C2 - Types of Income	C3 - The Marketing Campaign	A2 - Recruitment & Selection Process	A2 - Stakeholders and their Influences
A3 - Current Accounts	B1 - Purpose of Researching Information to Identify the Needs and Wants of Customers	C3 - Types of Expenditure	C4 - Appropriateness of Marketing Campaign	A3 - Ethical and Legal Considerations	A3 - Effective Business Communication
A4 - Managing Personal Finance	B2 - Market Research and Use	D1 - Sources of Finance		B1 - Job Applications	

B1 - Features of Financial Institutions	B3 - Developing the Rationale	E1 - Cash Flow Forecasts			
B2 - Communicating with Customers	C1 - Marketing Campaign Activity	E2 - Break-Even Analysis			
B3 - Consumer Protection in Relation to Personal Finance	C2 - Marketing Mix	F1 - Statement of Comprehensive Income			
B4 - Information Guidance and Advice		F2 - Statement of Financial Position			
		F3 - Measuring Profitability			
		F4 - Measuring Liquidity			
		F5 - Measuring Efficiency			
		F6 - Limitation of Ratios			
Key tasks for this module:	Key tasks for this module:	Key tasks for this module:	Key tasks for this module:	Key tasks for this module:	Key tasks for this module:
Whiteboard Review Tasks	Whiteboard Review Tasks	Whiteboard Review Tasks	Whiteboard Review Tasks	Whiteboard Review Tasks	Whiteboard Review Tasks
Work booklet tasks	Work booklet tasks	Work booklet tasks	Work booklet tasks	Work booklet tasks	Work booklet tasks
Homework booklet tasks	Homework booklet tasks	Homework booklet tasks	Homework booklet tasks	Homework booklet tasks	Homework booklet tasks
Exam Questions	Report Questions	Exam Questions	Report Questions	Coursework	Coursework