

Y12 and Y13 BTEC Level 3 Business

Unit taught	Assignment title	Guided Learning Weeks
Unit 1 - Exploring Business <u>(internally assessed)</u>	Features contributing to the success of contrasting businesses	10 weeks
	The Effects of the Environment on a Business	12 weeks
	How important is innovation and enterprise to today's businesses?	8 weeks
Unit 2 - Developing a Marketing Campaign <u>(Externally assessed)</u>	Introduction to the principle and purposes of marketing that underpin the creation of a rationale for a marketing campaign	10 weeks
	Using information to develop the rationale for a marketing campaign	10 weeks
	Planning and developing a marketing campaign	13 weeks
Unit 3 - Personal and Business Finance <u>(Externally assessed. Exam 01/2019)</u>	Understand the importance of managing personal finance	15
	Explore the personal finance sector	15
	Understand the purpose of accounting	15
	Select and evaluate different sources of business finance	17

Unit 8 - Recruitment and Selection Process. Delivered from 09/2018. (internally assessed)	Evaluating the recruitment and selection process of a large business	9 weeks
	the recruitment and selection process	9 weeks
Unit 4 - Managing an Event (internally assessed)	Could I be an event organiser?	9 weeks
	Planning an event in the Light of Research	13 weeks
	Staging an event and reflecting on its success	9 weeks
Unit 6 - Principles of Management (Externally assessed. Exam 01/2019)	The definitions and functions of management	10
	Management and leadership styles and skills	10
	Managing human resources	10
	Factors influencing management, motivation and performance of the workforce	10
	Impact of change	10
	Quality management	12

Unit 5 - International Business. Start date: 08/2018 <u>(Internally assessed)</u>	Why trade internationally?	9 weeks
	External factors and cultural differences	9 weeks
	Strategies and resources	9 weeks
Unit 9 - Team Building in Business <u>(Internally assessed)</u>	Team working in practise Effective business teams	9 weeks
	Effective business teams	9 weeks