

BTEC Level 3 National Certificate in Business (Single)

Course Overview for Years 12 -13

TERM	AUTUMN 1	AUTUMN 2	SPRING 1	SPRING 2	SUMMER 1	SUMMER 2
YEAR 12	Unit 3: Personal and Business Finance Topic A – Understand the importance of managing personal finance Topic B – Explore the personal finance sector Topic C – Understand the purpose of accounting Topic D – Select and evaluate different sources of business finance Revision: Practice past papers.	Topic E – Break-even and cash flow forecast Topic F – Complete statements of comprehensive income and financial position and evaluate a business's performance Revision: Practice past papers. Mock Exams	Unit 3: External Exams Unit 1: Exploring Business (Report) A: Explore the features of different businesses and analyse what makes them successful	B: Investigate how businesses are organised	C: Examine the environment in which businesses operate	D: Examine business markets E: Investigate the role and contribution of innovation and enterprise to business success

Link to the Specification and exam materials: [BTEC Nationals | Business \(2016\) | Pearson qualifications](#)

TERM	AUTUMN 1	AUTUMN 2	SPRING 1	SPRING 2	SUMMER 1	SUMMER 2
YEAR 13	Unit 2: Developing a Marketing Campaign Learning Aim A: Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign A1: The role of marketing	A2: Influences on marketing activity B: Using information to develop the rationale for a marketing campaign B1 Purpose of researching information to identify the needs and wants of customer C: Planning and developing a marketing campaign Revision: Practice past papers on Unit 2	Unit 2: External Exams Unit 8: Recruitment and Selection Process (Report) A: Examine how effective recruitment and selection contribute to business success	B: Undertake a recruitment activity to demonstrate the processes leading to a successful job offer	C: Reflect on the recruitment and selection process and your individual performance	Unit 2: Developing a Marketing Campaign Learning Aim A: Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign A1: The role of marketing