

# CURRICULUM OVERVIEW 2018-19



## BTEC Business L3 Extended Certificate Year 12 BTEC

Success for All through Achievement, Challenge & Enjoyment



## Curriculum Overview 2018-19

Year group: YR12 BTEC

Subject: Edexcel BTEC Business L3 Extended Certificate 360 GLH

PPW: 4

Term	Topics studied Add dates and any assessments included	Extended learning opportunities (homework, controlled assessments, field work, trips etc.)	How parents could support students
Autumn Term	Unit 1: Exploring Business 90 GLH Internal Assessment Section A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign Assessment & Feedback (Nov)  Section B Using information to develop the rationale for a marketing campaign Assessment & Feedback (Dec)  Section C Planning and developing a marketing campaign Section D Examine business markets Assessment & Feedback (Jan)  Section E Investigate the role and contribution of innovation and enterprise to business success Assessment & feedback (Feb)  Final Deadline (March)	Extended work: Merit & Distinction graded tasks (research & evaluative) Homework Flipped Learning Revision: Complete all assessment criteria	Discuss their work & how it operates, arrange visits to their workplace. Discuss Business news
Spring Term	Unit 2: Developing a Marketing Campaign 90 GLH External Assessment Section C: Planning and developing a marketing campaign Mock exam (Feb) C1 Marketing campaign activity End of section assessment C2 Marketing mix End of section assessment C3 The marketing campaign End of section assessment Mock exam (March) Testing & past papers March to Exam	Extended PMD graded tasks (research & evaluative) Homework Flipped Learning Revision: Key terms & theories	Discuss their work & how it operates, arrange visits to their workplace. Discuss Business news

<p>Summer Term</p>	<p>C4 Appropriateness of marketing campaign  Mock exam 1 (March)  Mock Exams (April to May)  June Exam Edexcel</p>	<p>Extended Pass Merit Distinction graded tasks (research &amp; evaluative)  Homework Flipped Learning  Revision: Key terms &amp; theories</p>	<p>Discuss their work &amp; how it operates, arrange visits to their workplace.  Discuss Business news</p> <p>Parents to support revision at home &amp; understand the scheme of learning &amp; dates for Mock Exams &amp; Actual exam</p>
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