Subject: BTEC Business L3 Ext. Cert. **Kay Stage 5 Curriculum Plan** **Year:** 12

Department Information:

The Business Department delivers the BTEC Level 3 National Extended Certificate, providing students with a strong foundation in applied business knowledge, vocational skills, and real world understanding. Teaching is shared between Teacher A (Unit 1) and Teacher B (Unit 2), ensuring specialist delivery and consistent support.

Curriculum aims and intent:

The Year 12 curriculum aims to:

• Build a secure understanding of business structures, environments, and functions through Unit 1 coursework.
• Develop strong marketing knowledge and analytical skills through Unit 2, preparing students for the external exam in May.
• Strengthen students' ability to research, analyse, apply and evaluate business information in vocational contexts.
• Prepare students for progression into Year 13, apprenticeships, or employment through explicit careers links.
• Support students in developing transferable skills such as communication, problem solving, decision making, and independent study.

Resources used to support learning:

• Pearson BTEC National Business Student Book 1 (ISBN: 9781292126241)
• Classroom PowerPoints and revision materials on Microsoft Teams
• Authorised Assignment Briefs (AABs) for Unit 1
• Past papers and examiner reports for Unit 2

Students are expected to use these resources during independent

Home Learning:

Students must complete 5 hours of independent BTEC work per week, including:

• Coursework drafting and improvements for Unit 1
• Research tasks for Unit 1 Learning Aims
• Revision and exam practice for Unit 2
• Retrieval practice using Teams resources

Assessment:

Teacher A:
• Unit 1: Exploring Business – Internal coursework
• Learning Aims A & B deadline: 01.12.25
• Learning Aims C & D deadline: 24.03.26
• Learning Aim E deadline: 10.05.26

• Unit 2: Developing a Marketing Campaign – External exam in May 2026• Taught September–May by Teacher B

How parents can help their child:

Parents can support progress by:
• Encouraging consistent weekly independent study
• Monitoring coursework deadlines and Teams notifications
• Discussing current business news to build contextual understanding
• Supporting revision planning for the May Unit 2 exam
• Encouraging attendance at intervention sessions

Term	Summary of work being covered	Knowledge, Understanding and skills assessed	How the work is assessed	Career-Links
1	• Unit 1 (Teacher A): Learning Aim A• Features of businesses, ownership, stakeholders, purpose, structure • Unit 2 (Teacher B): Introduction to Marketing • Overview of marketing • Introduction to the 7Ps of the marketing mix	• Business types and functions • Stakeholder analysis • Marketing fundamentals • Application of the 7Ps to real businesses • Research and written communication skills	Unit 1 coursework Unit 2 exam questions	• Business administration • Marketing assistant roles • Customer service • Retail and operations
2	• Unit 1 (Teacher A): Learning Aim B • Business environment, economic factors, competition • Submission deadline for A & B: 01.12.25 • Unit 2 (Teacher B): Aims & Objectives, Market Research, PESTLE, SWOT, Product Life Cycle	• External environment analysis • Competitive landscape • Market research methods • PESTLE and SWOT application • Product life cycle analysis	Unit 1 coursework Unit 2 Mock Exam	• Market research roles • Business analysis • Economic and policy related careers • Product development
3	• Unit 1 (Teacher A): Learning Aim C • Internal operations, HR, finance, customer service • Unit 2 (Teacher B): Budgeting, Evaluation of Campaigns, Legal & Ethical Issues • Continued development of the 7Ps	• Functional areas of business • HR processes and financial documentation • Budgeting and cost analysis • Legal and ethical considerations in marketing • Evaluating marketing campaigns	Unit 1 coursework Unit 2 exam questions	• HR assistant roles • Finance and accounting pathways • Legal and compliance roles • Marketing campaign analysis
4	• Unit 1 (Teacher A): Learning Aim D• Business communication, corporate culture, customer service • Submission deadline for C & D: 24.03.26 • Unit 2 (Teacher B): Revision and Recap• Consolidation of all Unit 2 content	• Communication methods and effectiveness • Customer service strategies • Revision of marketing theory • Exam technique for Unit 2	Unit 1 coursework Unit 2 Mock Exam	• Customer service roles • Corporate communications • PR and branding • Business administration
5	• Unit 1 (Teacher A): Learning Aim E• Investigating business performance and recommending improvements • Submission deadline: 10.05.26 • Unit 2 (Teacher B): Final Exam Preparation • May external exam	• Analysis of business performance • Recommendations and evaluation • Extended writing for external assessment • Application of marketing theory to unseen contexts	Unit 1 coursework Unit 2 exam questions	• Business consultancy • Performance analysis • Marketing management • Higher education pathways
6	• Completion of any outstanding coursework improvements • Transition preparation for Year 13 • Development of professional skills	• Reflective practice • Professional communication • Preparation for next steps	Reflection on Unit 1	• Apprenticeships in business, marketing, HR, finance • University business degrees • Entry level business roles