

Progression to Level 3 BTEC Extended Certificate in Business

Level 2 Technical Extended Certificate in Business - LEARNING JOURNEY



Learning Outcome 2:
Be able to plan marketing and promotion
D1 Marketing Mix for micro start-up

Learning Outcome 2:
Be able to plan marketing and promotion
P4/M1 Costed promotional activity for micro start-up

Learning Outcome 2:
Be able to plan marketing and promotion
P3 Marketing for micro start-up

Learning Outcome 1:
Understand marketing concepts used by businesses
P2 Types of promotion for micro start-up



Learning Outcome 3:
Understand the importance of training and performance review
P6/M2 Performance appraisal

Learning Outcome 1:
Understand marketing concepts used by businesses
P1 Assessment of own micro business proposition



Learning Outcome 3:
Understand the importance of training and performance review
P5/M1/D1 Importance of training

Learning Outcome 2:
Understand how employees can be motivated
P4 Job satisfaction and teamwork

Learning Outcome 2:
Understand how employees can be motivated
P3 Employee motivation

Learning Outcome 1:
Know the rights and responsibilities of the employee and employer
P2 Rights and responsibilities of employees in an organisation



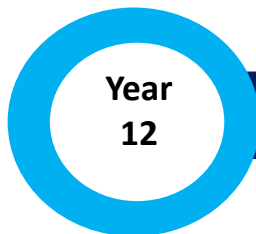
Learning Outcome 1:
Understand the main functional areas in business organisations
P5 Linking of functional areas in one organisation

Learning Outcome 1:
Know the rights and responsibilities of the employee and employer
P1 Rights and responsibilities of employers in an organisation



Learning Outcome 2:
Understand the main functional areas in business organisations
P4 Functional areas in two contrasting organisations

Learning Outcome 1: Be able to set business aims and objectives
P3 Aims and objectives for an organisation



Learning Outcome 1: Be able to set business aims and objectives
P1 Aims and objectives

Learning Outcome 1: Be able to set business aims and objectives
P2/M1/D1 Purpose in setting aims and objectives