Progression to university, employment and apprenticeships **BTEC National Extended Certificate in Business LEARNING JOURNEY 2022-2023** SWOT **U8** Recruitment and selection process ORTUNITIES THREATS **B1:** Job applications U8 Recruitment and selection process **C2:** SWOT analysis U2: and action plan **U8** Recruitment and selection process **U8 Recruitment and selection process U8 Recruitment and selection process** Assessment resit B2: Interviews and skills A3: Ethical and legal considerations in the C1: Review and evaluation recruitment and selection process Exam resit U2/U3 /revision **U8 Recruitment and selection process** A2: Recruitment and selection process U2: RECRUITMENT **U8 Recruitment and U2** Developing a Marketing U2 Developing a Marketing Campaign Campaign
A1: Appropriateness of marketing **U2** Developing a Marketing Campaign A1: Recruitment of staff C2: Marketing mix C3: The marketing campaign campaign U2 Developing a Marketing Campaign **B3:** Developing the rationale U2 Developing a Marketing Campaign U2 Developing a Marketing Campaign U2 Developing a Marketing Campaign **B1:** Purpose of researching information to A2: Influences on marketing activity A1: Role of marketing U2 Developing a Marketing Campaign identify the needs and wants of customers B2: Market research methods and use Year 13 U2 Developing a **Marketing Campaign** campaign activity 113 Personal and Rusiness Finance Revision schedule/activities **U3** Personal and **Business Finance U3** Personal and Business Finance **Business Finance** LA F2: Statement of financial position LA F3: Measuring **Business Finance** LA F4: Measuring liquidity profitability LA F1: Statement of efficiency comprehensive KEEP income (ANDVATION STATEMENT SDEE DO SOME Entrepreneur **U3** Personal and TEAM ASSERTIVEMENT U1 Exploring Enterprises LA E2: Break-even U1 Exploring Enterprises **U1 Exploring Enterprises** LA D2: Relationship between analysis LA E2: Benefits and risks associated with U1 Exploring Enterprises LA E1: Role of innovation demand, supply and price innovation and enterprise and enterprise LA D1: Different market structures **U1 Exploring Enterprises** LA D3: Pricing and output decisions **U3** Personal and **U3** Personal and Business LA E1: Cash flow **U1** Exploring Enterprises **U1 Exploring Enterprises U1 Exploring Enterprises** LA C1: External environment/C4 LA C3: Types of expenditure LA C3: Competitive environment/C4 Situational analysis LA C2: Internal environment/C4 Situational analysis Situational analysis **U3** Personal and Busines LA D1: Sources of finance **U3** Personal and Business Finance **U3 Personal and Business Finance** LA B2: Communicating with customers LA C1: Purpose of accounting LA C2: Types of income **U3** Personal and Business Finance LA B3: Consumer protection in relation to LA B1: Features of financial institution personal finance **U3 Personal and Business Finance** LA B4: Information, guidance and advice **U1** Exploring Enterprises LA B2: Aims and objectives Year **12 U1** Exploring Enterprises **U1 Exploring Enterprises U1 Exploring Enterprises** LA A3: Effective business communication **U1 Exploring Enterprises** LA A1: Features of businesses LA A2: Stakeholders and their LA B1: Structure and organisations influence. **U3 Personal and Business Finance** U3 Personal LA A4: Managing personal finance U3 Pers and Busines U3 Personal and Throughout Year 12 the Finance and **Business Finance** LA A1: IA A2: Different each other. Course Introduction **Functions and** Finance ways to pay Specification requirements role of money. Assessment Plan, distribution Current of resources, definitions.