



**Edgbarrow School**  
**Year 13**  
**BTEC Extended Certificate in Business**



**Curriculum Intent**

*The aim of the Business and Economics Department is to equip students with a broad understanding of the world of business and economics, by applying subject concepts to real world issues. We promote a ‘Can-do’ attitude; and through learners’ curiosity, reflection, independence and grit, true potential is fulfilled – creating business and economics leaders of the future!*

○ **What am I studying and how and when will I be assessed?**

The qualification has four units (two in year 12 and two in year 13) that focus on the assessment of knowledge, skills and practices. These are all essential to developing a basis for progression and therefore learners need to demonstrate attainment across all units in order to achieve the qualification. In year 12 you will be studying:

- Unit 2 – Developing a marketing campaign (External exam)
- Unit 14 – Investigating customer service

Knowledge & Skills	Time of Year (approx.)	Assessment
Unit 2 – Developing a marketing campaign	September to November	End of topic tests
Unit 2 – Developing a marketing campaign Revision	December	Exam in January
Unit 14 - Explore how effective customer service contributes to business success Investigate the methods used to improve customer service in a business	January to February	Assignment AB
Unit 14 - Demonstrate customer service in different situations, using appropriate behaviours to meet expectations	March to April	Assignment C
Unit 2 and Unit 3 – Marketing and Finance resits (If applicable)	April to May 2021	Resit exams in May

**Resources you will need this year:**

[Qualification Resources and Specification](#)

[Text book](#)

[Revision Guide and Workbook](#)

**Marking for Literacy**

(Longer answers and written work will be marked for at least one of the below, your teachers will tell you which)

Sp – Spelling mistake of key term

// - Needed new paragraph

C – Capital letter missing

P – Punctuation needed

Expr - Expression

**Subject Specific Literacy**

**Attached:**

- Coursework specific commands words
- Analytical and evaluative connectives
- Specialist key words (Course handbook)

**Students will demonstrate pride in their work by:**

- An A4 binding folder, lined paper and stationary is needed for all lessons
- Take care of your folder and must be brought in for every lesson
- Divide folder according to unit of study
- Presenting information clearly and neatly to aid learning
- Using a title and date for all work including homework
- Underlining all dates and titles using a ruler
- Writing in blue or black pen
- Completing drawings and diagrams in pencil
- Glue in sheets flat and in order
- Annotating work and making corrections in coloured pens
- Crossing out mistakes neatly with a line
- Highlighting key words and concepts