



Edgbarrow School
Year 13
BTEC Extended Certificate in Business



Curriculum Intent

Business and Economics are the salt of life! Our intent is to equip our learners with skills and knowledge that can be easily transferred and adapted to just about any future career or job position imaginable.

The aim of the Business and Economics Department is to equip learners with a broad understanding of the world of business and economics, by applying subject concepts to real-world issues. We do this by quality first teaching which ensures learners understand underlying Business and Economics theory which learners apply to a variety of familiar and unfamiliar case studies. We want learners to be able to think analytically, reach logical conclusions based on data, and make judgements on future changes to markets and the economy. As a natural part of virtually all lessons, learners are encouraged to look at what is happening in the world at all levels and to try and understand the issue and often the solution through the eyes of an economist or entrepreneur. This not only helps their learning, but also, it shows them the relevance and significance of the subject in today's society.

○ What am I studying this year 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	Homework
Unit 2 – Developing a marketing campaign. Content	September to November	End of topic tests	Variety of forms: <ul style="list-style-type: none"> ▪ Independent research ▪ Exam-style questions ▪ Revision ▪ Preparation for key terms test ▪ Practice assessment (group work) ▪ Coursework completion
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	Resit exams in May	

Resources you will need this year:

[Qualification Resources and Specification](#) / [Text book](#) / [Revision Guide](#)

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 stationery 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