

CTEC BUSINESS Level 3 Business Extended Certificate (05835). – Course Curriculum



CTEC	Unit 1	Unit 2	Unit 4	Unit 5	Unit 16
Key content	UNIT 1 The Business Environment (Ex)	UNIT 2 Working in Business (Ex)	UNIT 4 Customers and Communication	UNIT 5 Marketing and Market research	UNIT 16 Principles of Project Management.
Key concepts & skills	➤ Types of business and objectives ➤ Different functions in a business and how they work together ➤ Organisational structures ➤ Financial information to check the financial health of businesses. ➤ Relationship between businesses and stakeholders ➤ Business responses to changes in their economic, social and technological environment ➤ Business planning ➤ Performance of businesses to inform future business activities	➤ Business Protocols ➤ Factors influencing the arrangement of Business Meetings ➤ Prioritise Business Tasks ➤ Business documents	➤ Customers and their importance ➤ Communicating with Customers ➤ Dealing with unforeseen events ➤ Convey Business Messages ➤ Legal Constraints, Ethical and security issues facing a business in relation to information and communication. <i>Independent Research, Verbal and non - verbal communication Presentations Report writing Referencing</i>	➤ The role of marketing in businesses ➤ Constraints on marketing ➤ Primary and Secondary Market Research ➤ Research Findings <i>Independent Research Verbal and non - verbal communication Presentations Report writing Referencing</i>	➤ Different stages of project management ➤ Role of a project manager ➤ External and Internal factors that can influence the success of a project. ➤ Risks and Contingencies ➤ Components of a Project plan <i>Independent Research Verbal and non - verbal communication Presentations Report writing Referencing</i>
Summative Assessment	➤ End of Topic assesment ➤ Past paper questions	➤ End of Topic assesment ➤ Past paper questions	Coursework Tasks ➤ Pass– 10 criteria ➤ Merit – 4 criteria ➤ Distinction – 2 criteria	Coursework Tasks: ➤ 9 Pass criteria ➤ 3 Merit criteria ➤ 2 Distinction criteria	Coursework Tasks: ➤ 5 Pass criteria ➤ 2 Merit criteria ➤ 2 Distinction criteria
Builds on	➤ How and why businesses operate in the way they do. ➤ the influence different stakeholders can have on a business	Students understanding of ➤ Protocols to be followed when working in business ➤ How to communicate effectively with stakeholders	➤ Different types of businesses and their objectives. ➤ How to communicate effectively with stakeholders ➤ Factors to be considered when making business decisions. ➤ The external influences and constraints on businesses and how businesses could respond	➤ How marketing information informs business decisions. ➤ The purpose of marketing strategies ➤ The purpose of marketing campaigns	➤ Prioritising business tasks. ➤ Factors to be considered when making business decisions ➤ The relationship between businesses and stakeholders ➤ Conveying business messages

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Builds Towards	➤ The importance of different functions within a business and how they work together ➤ the legal, financial, ethical and resource constraints under which a business must operate and how these can affect business behaviour	➤ The role of key stakeholders in financial services provision. ➤ The characteristics of financial products for managing money. ➤ the constraints and issues which affect the sharing, storing and use of information for business communications ➤ the impact of legislation and regulations	➤ The purpose, methods and importance of business communication. ➤ The appropriateness of different forms of communication for different situations. ➤ Legal constraints, ethical and security issues business needs to consider when storing and communicating with customers.	➤ the different marketing strategies that businesses utilise. ➤ Legal aspects of marketing and how these influence business decisions. ➤ how to collate result and present findings.	➤ The skills project managers need ➤ Why the components of a project plan are important throughout project life cycle.
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