

SJBC Curriculum Termly Plan: Year 13 Level 3 Cambridge Technical Extended Certificate in Business

Term	Topic(s) and links to other subjects	Core Knowledge	Core Vocabulary	Assessment	Resources
Autumn 1	<p>Unit 5 Marketing and market research</p> <p>Links with: Maths English IT Geography</p>	<p>Students explore the importance of market research and how it contributes to marketing decision-making, and the actions a business may take. They will deepen their understanding of:</p> <ul style="list-style-type: none"> • market research • primary and secondary market research methods used to inform marketing decision-making • constraints on marketing activities. <p>Students will then be given a business scenario in which they apply their understanding as a marketing consultant advising a client. Tasks include:</p> <ul style="list-style-type: none"> • selecting appropriate market research methods for market research proposals • conducting primary and secondary market research • analysing their market research findings • recommending and justifying marketing strategies based on market research • presenting their findings to the client in a business report and supporting slides 	<p>Constraints on marketing</p> <p>Marketing analysis</p> <p>Marketing mix</p> <p>Marketing objectives</p> <p>Market research</p> <p>Marketing strategy</p> <p>Market structure</p> <p>Market segmentation</p> <p>Non-probability sampling</p> <p>Probability sampling</p> <p>Qualitative research</p> <p>Quantitative research</p> <p>Reliability</p> <p>Statistical analysis</p> <p>Validity</p>	<p>Coursework</p> <p>Task 2</p> <p>Task 3</p>	<p>Core resources:</p> <p>Cambridge Technical Level 3 Business (2016) Tess Bayley et al</p> <p>Enrichment and extension resources:</p> <p>BBC Business News</p> <p>Bizconsesh</p> <p>BusinessEd</p> <p>Companies House</p> <p>Corporate websites</p> <p>Financial Times</p> <p>Indeed Career Guide website</p> <p>Seneca Learning</p>

					Tutor2U
Autumn 2	Unit 16 Principles of project management	<p>Students learn about:</p> <ul style="list-style-type: none"> the stages of project management a project manager's skillset tools used to plan and monitor the progress of projects methods to evaluate the success of a project <p>Students plan a project by:</p> <ul style="list-style-type: none"> preparing a project proposal preparing a project plan considering internal and external factors which might have an impact on the planning process, as well as the successful completion and implementation of a project. anticipating risks and recommending steps to mitigate risk and contingency plans 	<p>Budget variance analysis</p> <p>Contingency</p> <p>Critical path analysis</p> <p>Decision log</p> <p>Delegate</p> <p>Feasibility</p> <p>Flow diagram</p> <p>Gantt chart</p> <p>Programme evaluation and review technique (PERT)</p> <p>Project stakeholder</p> <p>Slippage</p> <p>SMART objective</p>	Coursework Introduction	<p>Core resources:</p> <p>Cambridge Technical Level 3 Business (2016) Tess Bayley et al</p> <p>Enrichment and extension resources:</p> <p>BBC Business News</p> <p>Bizconsesh</p> <p>BusinessEd</p> <p>Companies House</p> <p>Financial Times</p> <p>Indeed Career Guide website</p> <p>Seneca Learning</p> <p>Tutor2U</p>
	Unit 1 and 2	Targeted revision and exam technique			
Spring 1	Unit 16 Principles of project management (Coursework)	<p>Students learn about:</p> <ul style="list-style-type: none"> the stages of project management a project manager's skillset tools used to plan and monitor the progress of projects 	<p>Budget variance analysis</p> <p>Contingency</p> <p>Critical path analysis</p> <p>Decision log</p> <p>Delegate</p> <p>Feasibility</p>	<p>External Exams:</p> <p>Unit 1: 07/01/26</p> <p>Unit 2: 09/01/26</p> <p>Coursework</p>	<p>Core resources:</p> <p>Cambridge Technical Level 3 Business</p>

		<ul style="list-style-type: none"> • methods to evaluate the success of a project <p>Students plan a project by:</p> <ul style="list-style-type: none"> • preparing a project proposal • preparing a project plan • considering internal and external factors which might have an impact on the planning process, as well as the successful completion and implementation of a project. • anticipating risks and • recommending steps to mitigate risk and contingency plans 	<p>Flow diagram Gantt chart Programme evaluation and review technique (PERT) Project stakeholder Slippage SMART objective</p>	<p>Task 1: Being a project manager Task 2: Preparing a project plan</p>	<p>(2016) Tess Bayley et al</p> <p>Enrichment and extension resources: BBC Business News Bizconsesh BusinessEd Companies House Corporate websites Financial Times Indeed Career Guide website Seneca Learning</p>
Spring 2	Unit 16 Principles of project management Targeted revision for	<p>Students learn about:</p> <ul style="list-style-type: none"> • the stages of project management • a project manager's skillset • tools used to plan and monitor the progress of projects • methods to evaluate the success of a project <p>Students plan a project by:</p>	<p>Budget variance analysis Contingency Critical path analysis Decision log Delegate Feasibility Flow diagram Gantt chart Programme evaluation and review technique (PERT) Project stakeholder</p>	<p>Coursework Task 3: Dealing with risks and contingencies Task 4: Present your project plan</p>	<p>Core resources: Cambridge Technical Level 3 Business (2016) Tess Bayley et al</p> <p>Enrichment and extension resources:</p>

	Unit 2	<ul style="list-style-type: none"> • preparing a project proposal • preparing a project plan • considering internal and external factors which might have an impact on the planning process, as well as the successful completion and implementation of a project. • anticipating risks and • recommending steps to mitigate risk and contingency plans <p>Targeted revision and exam technique</p>	Slippage SMART objective		BBC Business News Bizconsesh BusinessEd Companies House Corporate websites Financial Times Indeed Career Guide website Seneca Learning
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