



Example curriculum plan

**NCFE Level 3 Diploma in Skills for Business:
Sales and Marketing
QN: 601/2652/8**

Example curriculum plan (year 1)

Course title: NCFE Level 3 Diploma in Skills for Business: Sales and Marketing

Example showing 6 units chosen from 10 available core units and 4 units from the possible 6 Sales and Marketing specialist pathway units

Personal tutor

Unit title	Unit tutor A B (if applicable)	Alternative tutor	Total hours taught	Resource needs
SEMESTER 1				
Business culture and responsibilities (K/505/9689)			60	Internet connectivity/classroom
Deliver customer service in a business environment (M/505/9693)			60	Internet connectivity/classroom and Placement
Produce documents in a business environment (A/505/9695)			60	Internet connectivity/classroom and placement
SEMESTER 2				
Solve problems in a business environment (L/505/9698)			60	Internet connectivity/classroom and placement
Work with others in a business environment (F/505/9701)			60	Internet connectivity/classroom and placement
Respond to change in a business environment (Y/505/9705)			60	Internet connectivity/classroom and placement

Unit title	Unit tutor A B (if applicable)	Alternative tutor	Total hours taught	Resource needs
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All Year

NCFE Level 3 Diploma in Skills for Business: Sales and Marketing (601/2652/8)

	NCFE Level 3 Award in Job Search and Interview Skills (600/1749/1)	30	Internet connectivity/ classroom and placement
	Induction/portfolio review/self-development – NCFE Level 3 Award in Learning to Learn for Higher Level Studies (600/4997/2)	30	Internet connectivity/ classroom/home study
	Work experience/exposure – extra hours are to be integrated into course delivery – NCFE Level 3 Award in Employability Skills (500/6639/0)	36-60	Community based
	Group/individual review – hours built into course delivery		
	Options – dependent on GCSE profile		
ADDITIONAL	NCFE Functional Skills English/Maths	45x2	Internet connectivity/ classroom

Example curriculum plan (year 2)

Course title NCFE Study Programme Level 3 Diploma in Skills for Business: Sales and Marketing

Personal tutor

Unit title	Unit tutor A B (if applicable)	Alternative tutor	Total hours taught	Resource needs
SEMESTER 1				
Creative product promotion (L/505/9751)			60	Internet connectivity/classroom and placement
Market research in business (Y/505/9753)			60	Internet connectivity/classroom and placement
SEMESTER 2				
Internet marketing in business (H/505/9755)			60	Internet connectivity/classroom and placement
Conferences and events (T/505/9761)			70	Internet connectivity/classroom and placement
ALL YEAR				
NCFE Level 3 in Award in Independent Study and Career Skills (601/2575/5)			65 / 90	Internet connectivity/classroom and placement
NCFE Level 3 Award in Managing Diversity (500/8313/2)				

Induction/Portfolio Review/Self Development – extra hours built into course delivery supported by NCFE L3 Award in Achieving Excellence in a Vocational Skill (600/8189/2)	23-26	Internet connectivity/classroom/ home study
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Unit title	Unit tutor A B (if applicable)	Alternative tutor	Total hours taught	Resource needs
Work experience/exposure – extra hours are to be integrated into course delivery			24	Community based
Group/individual review – hours built into course delivery				
Options – dependent on GCSE profile				
ADDITIONAL	GCSE English and Maths		90 x 2	Internet connectivity/classroom