

Year 12 Curriculum Overview: **BTEC Business (Extended Certificate)**



	Topics/ content outline:	Powerful Knowledge (key concepts, skills)		What will you be assessed on?	How can you help at home?
Autumn Term	<p>Unit 1: Exploring Business</p> <ul style="list-style-type: none"> - Features of businesses - Stakeholders & influence - Effective communication - Structure & organisation - Aims & objectives <p>Unit 2: Marketing campaign</p> <ul style="list-style-type: none"> - The role of marketing - Market research methods - Models of marketing 	<p>Ownership</p> <p>Public & Private limited companies</p> <p>Liability</p> <p>Stakeholders</p> <p>Shareholders</p> <p>Aim's & objectives</p> <p>SMART</p> <p>Communication</p> <p>Professional relationships</p> <p>Flat, tall & matrix structures</p> <p>Hierarchy</p>	<p>Price</p> <p>Product</p> <p>Place</p> <p>Promotion</p> <p>Primary & Secondary research</p> <p>Quantitative</p> <p>Qualitative</p> <p>Direct & Indirect marketing</p>	<p>Unit 1: Ongoing assessment – Learning aims A & B (internal coursework)</p> <p>Unit 2: External assessment - Research</p>	<p>Encourage students to read and stay up-to-date with business in the real world</p> <p>Help students by checking coursework deadlines</p> <p>Check Showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and bitesize.business</p>
Spring Term	<p>Unit 1: Exploring Business</p> <ul style="list-style-type: none"> - External Environment - Internal Environment - Competitive Environment - Situational analysis - Market structures <p>Unit 2: Marketing campaign</p> <ul style="list-style-type: none"> - Market characteristics - Research campaigns - The promotional mix 	<p>Shocks</p> <p>Opportunity cost</p> <p>Competitive advantage</p> <p>Differentiation</p> <p>SWOT</p> <p>Monopolies</p> <p>Oligopoly</p>	<p>Marketing mix</p> <p>Mass</p> <p>Niche</p> <p>Substitute goods</p> <p>Complimentary goods</p> <p>Demographics</p> <p>Barriers to entry</p> <p>Control</p>	<p>Unit 1: Ongoing assessment – Learning aims C & D (internal coursework)</p> <p>Unit 2: External assessment – Controlled</p>	<p>Encourage students to read and stay up-to-date with business in the real world</p> <p>Help students by checking coursework deadlines</p> <p>Check Showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and bitesize.business</p>
Summer Term	<p>Unit 1: Exploring Business</p> <ul style="list-style-type: none"> - Supply, demand & price - Pricing & Output - The role of innovation & enterprise - Benefits and risks (innovation) <p>Unit 2: Marketing campaign</p> <ul style="list-style-type: none"> - Marketing A&O's - Developing rationale - The marketing mix - The marketing campaign - Appropriateness - Formal business reports 	<p>Supply</p> <p>Demand</p> <p>Equilibriums</p> <p>Risk/Uncertainty</p> <p>Innovation</p> <p>Invention</p> <p>Pricing strategies</p>	<p>Aims & Objectives</p> <p>Decision making</p> <p>Direct/indirect campaigns</p> <p>Business reports</p> <p>Business planning</p>	<p>Unit 1: Ongoing assessment – Learning aims D & E (internal coursework)</p>	<p>Encourage students to read and stay up-to-date with business in the real world</p> <p>Help students by checking coursework deadlines</p> <p>Check Showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and bitesize.business</p>

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	Topics/ content outline:	Powerful Knowledge (key concepts, skills)		What will you be assessed on?	How can you help at home?
Autumn Term	<p>Unit 3: Finance</p> <ul style="list-style-type: none"> - Functions of Money - Different ways to pay - Current accounts - Managing personal finance - Feature of financial institutes <p>Unit 8: Recruitment & Selection</p> <ul style="list-style-type: none"> - Recruitment of staff - Selection process - Ethical & Legal considerations 	<p>Finance</p> <p>Cash Cash flow Income Expenditure Interest Banking APR</p>	<p>CV's</p> <p>Application forms Job roles Personal statements Ethics Discrimination Legislation</p>	<p>Unit 8: Internal assessment - Report</p>	<p>Encourage students to read and stay up-to-date with business in the real world</p> <p>Help students by checking coursework deadlines</p> <p>Check Showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and bitesize.business</p>
Spring Term	<p>Unit 3: Finance</p> <ul style="list-style-type: none"> - Communicate with customers - Consumer protection - Information, guide & advice - Managing personal finance - Feature of financial institutes - Purpose of accounting - Types of income - Types of expenditure <p>Unit 8: Recruitment & Selection</p> <ul style="list-style-type: none"> - Job applications - Interview & Skills 	<p>Communication</p> <p>Legislation Trusted sources Accountancy Managing costs Revenue Sources of finance Managing cash</p>	<p>Soft skills</p> <p>Hard skills Transferable skills Ways of working Effective CV writing Professional communication Preparing for interview The role of the interviewer</p>	<p>Unit 3: External assessment – EXAM</p> <p>Unit 8: Internal assessment - Recruitment</p>	<p>Encourage students to read and stay up-to-date with business in the real world</p> <p>Help students by checking coursework deadlines</p> <p>Check Showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and bitesize.business</p>
Summer Term	<p>Unit 3: Finance</p> <ul style="list-style-type: none"> - Sources of finance - Cash flow forecast - Break even analysis - Comprehensive income - Statement of financials - Measuring profitability - Measuring liquidity - Measuring efficiency - Limitations of ratios <p>Unit 8: Recruitment & Selection</p> <ul style="list-style-type: none"> - Reviewing staff - SWOT & Action plans 	<p>Creating cash flow</p> <p>Break even Margin of safety Profitability Liquidity Contribution Target setting Graphing Insolvency</p>	<p>Aims & Objectives</p> <p>Staff management Leadership SWOT analysis</p>	<p>Unit 3: External assessment – EXAM (If resit needed)</p> <p>Unit 8: Internal assessment - Analysis</p>	<p>Encourage students to read and stay up-to-date with business in the real world</p> <p>Help students by checking coursework deadlines</p> <p>Check Showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and bitesize.business</p>