



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



Autumn Term

Topics/ content outline:

Unit 1: Exploring Business

- Features of businesses
- Stakeholders & influence
- Effective communication
- Structure & organisation
- Aims & objectives

Unit 2: Marketing campaign

- The role of marketing
- Market research methods
- Models of marketing

Powerful Knowledge (key concepts, skills)

Ownership
Public & Private limited companies
Liability
Stakeholders
Shareholders
Aim's & objectives
SMART
Communication
Professional relationships
Flat, tall & matrix structures
Hierarchy

Price
Product
Place
Promotion
Primary & Secondary research
Quantitative
Qualitative
Direct & Indirect marketing

What will you be assessed on?

Unit 1: Ongoing assessment – Learning aims A & B (internal coursework)

Unit 2: External assessment - Research

How can you help at home?

Encourage students to read and stay up-to-date with business in the real world

Help students by checking coursework deadlines

Check Showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and bitesize.business

Spring Term

Unit 1: Exploring Business

- External Environment
- Internal Environment
- Competitive Environment
- Situational analysis
- Market structures

Unit 2: Marketing campaign

- Market characteristics
- Research campaigns
- The promotional mix

Shocks
Opportunity cost
Competitive advantage
Differentiation
SWOT
Monopolies
Oligopoly

Marketing mix
Mass
Niche
Substitute goods
Complimentary goods
Demographics
Barriers to entry
Control

Unit 1: Ongoing assessment – Learning aims C & D (internal coursework)

Unit 2: External assessment – Controlled

Encourage students to read and stay up-to-date with business in the real world

Help students by checking coursework deadlines

Check Showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and bitesize.business

Summer Term

Unit 1: Exploring Business

- Supply, demand & price
- Pricing & Output
- The role of innovation & enterprise
- Benefits and risks (innovation)

Unit 2: Marketing campaign

- Marketing A&O's
- Developing rationale
- The marketing mix
- The marketing campaign
- Appropriateness
- Formal business reports

Supply
Demand
Equilibriums
Risk/Uncertainty
Innovation
Invention
Pricing strategies

Aims & Objectives
Decision making
Direct/indirect campaigns
Business reports
Business planning

Unit 1: Ongoing assessment – Learning aims D & E (internal coursework)

Encourage students to read and stay up-to-date with business in the real world

Help students by checking coursework deadlines

Check Showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and bitesize.business



Year 13 Curriculum Overview: **BTEC Business (Extended Certificate)**



Autumn Term

Topics/ content outline:

Unit 3: Finance

- Functions of Money
- Different ways to pay
- Current accounts
- Managing personal finance
- Feature of financial institutes

Unit 8: Recruitment & Selection

- Recruitment of staff
- Selection process
- Ethical & Legal considerations

Powerful Knowledge (key concepts, skills)

Finance
Cash
Cash flow
Income
Expenditure
Interest
Banking
APR

CV's
Application forms
Job roles
Personal statements
Ethics
Discrimination
Legislation

What will you be assessed on?

Unit 8: Internal assessment - Report

How can you help at home?

- Encourage students to read and stay up-to-date with business in the real world
- Help students by checking coursework deadlines
- Check Showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and bitesize.business

Spring Term

Unit 3: Finance

- Communicate with customers
- Consumer protection
- Information, guide & advice
- Managing personal finance
- Feature of financial institutes
- Purpose of accounting
- Types of income
- Types of expenditure

Unit 8: Recruitment & Selection

- Job applications
- Interview & Skills

Communication
Legislation
Trusted sources
Accountancy
Managing costs
Revenue
Sources of finance
Managing cash

Soft skills
Hard skills
Transferable skills
Ways of working
Effective CV writing
Professional communication
Preparing for interview
The role of the interviewer

Unit 3: External assessment – EXAM

Unit 8: Internal assessment - Recruitment

- Encourage students to read and stay up-to-date with business in the real world
- Help students by checking coursework deadlines
- Check Showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and bitesize.business

Summer Term

Unit 3: Finance

- Sources of finance
- Cash flow forecast
- Break even analysis
- Comprehensive income
- Statement of financials
- Measuring profitability
- Measuring liquidity
- Measuring efficiency
- Limitations of ratios

Unit 8: Recruitment & Selection

- Reviewing staff
- SWOT & Action plans

Creating cash flow
Break even
Margin of safety
Profitability
Liquidity
Contribution
Target setting
Graphing
Insolvency

Aims & Objectives
Staff management
Leadership
SWOT analysis

Unit 3: External assessment – EXAM
(If resit needed)

Unit 8: Internal assessment - Analysis

- Encourage students to read and stay up-to-date with business in the real world
- Help students by checking coursework deadlines
- Check Showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and bitesize.business