



Curriculum map BTEC Business Year 12

Term	Topic	Key Knowledge <i>What will all students KNOW by the end of the topic?</i>	Key Skills <i>What key skills will be learnt/developed by the end of the topic? What will all students be able to DO by the end of the topic?</i>	Assessment Opportunities <i>What are the key pieces of assessment? How will students be assessed?</i>
Teacher 1 Unit 1 1	<p>Explore the features of different businesses and analyse what makes them successful</p> <p>Investigate how businesses are organised</p>	<p>A1 Features of businesses A2 Stakeholders and their influence A3 Effective business communication</p> <p>B1 Structure and organisation B2 Aims and objectives</p>	<p>Research skills – researching two contrasting businesses Written skills – writing a report To achieve a Pass level students will need to explain features and stakeholders, to achieve a Merit they need to assess and analyse stakeholders and communication and for a Distinction evaluate the success</p> <p>For a pass, students will need to explore and for a merit they analyse the structures of two businesses.</p>	<p>Students will produce a report that examines the features of a for-profit and a not-for-profit business, looking at how each is organised, how their structures enable achievement of their aims and objectives and the relationship and communication with stakeholders.</p> <p>Dec – Assessment Window 1</p>
2	<p>Examine the environment in which businesses operate</p> <p>Examine business markets</p>	<p>C1 External environment C2 Internal environment C3 Competitive environment C4 Situational analysis</p> <p>D1 Different market structure D2 Relationship between demand, supply and price D3 Pricing and output decisions</p>	<p>Research skills Written skills – writing a report To achieve a Pass students need to discuss and complete a situational analysis, to achieve a Merit students will need to assess the effects of the environment on a business.</p>	<p>Students will produce a report that examines the effects of the internal and external environment on a large business and how the business has, and will, respond to changes</p>

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	<p>Purpose of researching information to identify the needs and wants of customers</p> <p>Market research methods and use</p> <p>Developing the rationale</p>	<p>social technological economic environmental political legal ethical.</p> <ul style="list-style-type: none"> •To identify target markets. •To identify size, structure and trends in the market. •To identify competition. <ul style="list-style-type: none"> •Primary research, to include survey, interview, observation, trials, focus groups. •Secondary research: <ul style="list-style-type: none"> •Importance of validity, reliability, appropriateness, currency, cost. •Quantitative and qualitative data, when and where used •Sufficiency and focus of the research. •Selection and extraction. •Interpretation, analysis and use of data and other information to make valid marketing decisions. •Identification of any further sources of information that may be required. •Evaluation of the reliability and validity of the information obtained. •Product life cycle. 	<p>Students will be able to demonstrate the importance of effective market research in informing decision making and contributing to business success in context.</p> <p>Students will be able to analyse unfamiliar information and data, and consider the implications in the context of the business information given, making appropriate justified recommendations linked to their proposed campaign</p> <p>Students will use analytical skills to analyse given data to justify the need and purpose of the marketing campaign.</p>	
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2	<p>Planning and developing a marketing campaign</p> <p>Marketing campaign activity</p> <p>Marketing mix</p>	<p>Selection of appropriate marketing aims and objectives to suit business goals.</p> <ul style="list-style-type: none"> •Situational analysis: SWOT (Strengths, Weaknesses, Opportunities, Threats) and PESTLE (Political, Economical, Social, Technological, Legal, Environmental). •Use of research data to determine target market. •Use of research data to conduct competitor analysis <ul style="list-style-type: none"> •Product development: form and function, packaging, branding. •Pricing strategies: penetration, skimming, competitor based, cost plus. •Promotional advertising, public relations (PR). Sponsorship, use of social and other media, guerrilla marketing, personal selling, product placement, digital marketing, corporate image. •Place, distribution channels: direct to end users (mail/online/auction), retailers, wholesalers. •Extended marketing mix: people, physical environment, process <p>Content of the marketing message.</p>	<p>(AO3) Students will be able to evaluate evidence to make informed judgements about how a marketing campaign should be planned, developed and adapted in light of changing circumstances</p> <p>(AO3) Students will be able to evaluate evidence to make informed judgements about how a marketing campaign should be planned, developed and adapted in light of changing circumstances</p>	<p>One homework each week. Tasks to vary.</p> <p>End of topic tests.</p>

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	<p>The marketing campaign</p>	<ul style="list-style-type: none"> • Selection of an appropriate marketing mix. • Selection of appropriate media. • Allocation of the campaign budget. • Timelines for the campaign, including monitoring. • How the campaign is to be evaluated. 	<p>(AO4) Be able to develop a marketing campaign with appropriate justification, synthesising ideas and evidence from several sources to support arguments</p> <p>Students will demonstrate the ability to work within a budget and apply marketing decision-making tools when creating their marketing campaign and make recommendations.</p>	
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	<p>Start Unit 8</p> <p>Examine how effective recruitment and selection contribute to business success</p>	<p>A1 Recruitment of staff A2 Recruitment and selection process A3 Ethical and legal considerations in the recruitment process</p>	<p>Research skills – students will research how a large business recruit, Written skills – report writing To achieve a merit students will need to analyse methods used, to achieve a distinction they will need to evaluate the process used.</p>	<p>Students will start to produce a report that examines the recruitment process in a large business.</p>
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