



BTEC Business:

Year 12

Subject and Year Group	Autumn 1 Year 12	Autumn 2 Year 12	Spring 1 Year 12	Spring 2 Year 12	Summer 1 Year 12	Summer 2 Year 12
Topic/Unit to be studied	Unit 1 Exploring Business*		Unit 2 Developing a Marketing Campaign		Unit 1 Exploring Business*	
Core Knowledge and skills	<p>Unit in brief Students will learn the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive</p> <p>Learning Aims</p> <ul style="list-style-type: none"> A. Explore the features of different businesses and analyse what makes them successful B. Investigate how businesses are organised C. Examine the environment in which businesses operate 		<p>Unit in brief Students will gain skills relating to, and an understanding of, how a marketing campaign is developed.</p> <p>Learning Aims</p> <ul style="list-style-type: none"> A. Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign B. Using information to develop the rationale for a marketing campaign C. Planning and developing a marketing campaign 		<p>Unit in brief Students will learn the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive</p> <p>Learning Aims</p> <ul style="list-style-type: none"> D. Examine business markets E. Investigate the role and contribution of innovation and enterprise to business success 	
Assessment	<p>Summative:</p> <ul style="list-style-type: none"> • Assignment: Learning Aim A & Learning Aim B • Assignment: Learning Aim C 		<p>Summative:</p> <ul style="list-style-type: none"> • Mock Exam • External Examination 		<p>Summative:</p> <ul style="list-style-type: none"> • Assignment: Learning Aim D • Assignment: Learning Aim E 	



Year 13

Subject and Year Group	Autumn Year 13	Autumn 2 Year 13	Spring 1 Year 13	Spring 2 Year 13	Summer 1 Year 13	Summer 2 Year 13
Topic/Unit to be studied	Unit 3 Personal and Business Finance			Unit 8 Recruitment and Selection Process		Revision / Resits
Core Knowledge and skills	<p>Unit in brief Students will learn the purpose and importance of personal and business finance. They will develop the skills and knowledge needed to understand, analyse and prepare financial information</p> <p>Learning Aims</p> <ul style="list-style-type: none"> A. Understand the importance of managing personal finance B. Explore the personal finance sector C. Understand the purpose of accounting D. Select and evaluate different sources of business finance E. Break-even and cash flow forecasts F. Complete statements of comprehensive income and financial position and evaluate a business's performance 			<p>Unit in brief Students explore how the recruitment process is carried out in a business. The unit gives students the opportunity to participate in selection interviews and review their performance.</p> <p>Learning Aims</p> <ul style="list-style-type: none"> A. Examine how effective recruitment and selection contribute to business success B. Undertake a recruitment activity to demonstrate the processes leading to a successful job offer C. Reflect on the recruitment and selection process and your individual performance 		
Assessment	<p>Summative: Mock Exam External Examination</p> <p>Formative:</p> <ul style="list-style-type: none"> • Break Even Analysis key assessment • Statement of financial position key assessment 			<p>Summative:</p> <ul style="list-style-type: none"> • Assignment: Learning Aim A • Assignment: Learning Aim B & C 		External Standards Verifier (SV) sampling