

YEAR 12 | BTEC BUSINESS

'Becoming a business, enterprising and economically aware young person with strong business document'

The curriculum and assessment of students at this stage of education has been carefully designed to promote deep learning of Business marketing and develop students into marketing campaign designers:

Unit 2: Marketing is a dynamic field central to the success of any business. Students will gain an understanding of how a marketing campaign is developed. Students will explore different stages of the process that a business goes through when developing its campaign and develop Students own campaign for a given product/service. Students will examine the marketing aims and objectives for existing products/services and understand the importance of relevant, valid and appropriate research in relation to customers' needs and wants. Students will use given market research data and other information to make recommendations about the type of marketing campaign that a business should undertake. To complete the assessment task within this unit, Students will need to draw on Students learning from across students' programmes. This unit will give students an insight into how important marketing is to business. It will enable students to make an informed choice as to whether students want to specialise in marketing in employment, training or higher education. This will be assessed as an external exam.

Unit 3: This unit includes aspects of both personal and business finance. Personal finance involves the understanding of why money is important and how managing money can help prevent future financial difficulties. It is vital students understand the financial decisions they will need to take throughout students life and how risk can affect students choices. This unit will also give students an insight into where they can get financial advice and support. The business finance aspects of the unit introduce students to accounting terminology, the purpose and importance of business accounts and the different sources of finance available to businesses. Planning tools, such as cash flow forecasts and break-even, will be prepared and analysed. Measuring the financial performance of a business will require students to prepare and analyse statements of comprehensive income and statements of financial position. This unit will provide a foundation for a number of other finance and business units and will help students to analyse profitability, liquidity and business efficiency. It will give students the knowledge and understanding to manage students' personal finances and will give them a background in business, finance and accounting as students progress to employment or further training. This will be assessed as an external exam.

Unit 8: Recruiting the right people is essential to the success of a business. It is important that the processes and procedures involved in recruitment and selection meet the needs of the business and comply with current regulations. You will learn that successful recruitment is key to maintaining the success of a business, as people are often considered to be the most valued resource. You will explore the various selection tools and the enhanced use of technology in this area. Businesses with an effective recruitment process in place are more likely to make successful appointments. In a competitive labour market this is a major advantage and will support business success. This unit gives you the opportunity, through role play, to take part in selection interviews. They will need to be organised and prepared so that they demonstrate your communication skills in this work-related competence. This will be assessed through assignments.

Unit 1: In this unit, you will gain an overview of the key ingredients for business success, how businesses are organised, how they communicate, the characteristics of the environment in which they operate, and how this shapes them and their activities. You will also look at the importance of innovation and enterprise to the success and survival of businesses, with the associated risks and benefits. A business is any activity that provides goods or services, whether that is to make a profit or not. The common thread in business is that owners and employees are striving to satisfy customers. Nowadays, customers are more informed and have more options in terms of what they buy and who they buy from, so a successful business is one that balances satisfying their customers with selling products or providing services. This will be assessed through assignments.

HOW THIS LEARNING WILL BE EMBEDDED ELSEWHERE IN THE CURRICULUM

- » Previous GCSE business
- » PSHE: employability

HALF TERM 1 BTEC UNIT 2 AND 3 EXTERNAL ASSESSMENT

All students will know:

UNIT 2: Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign.

The role of marketing, Influences on marketing activity. Purpose of researching information to identify the needs and wants of customers. Market research methods and use. Developing the rationale, Marketing campaign activity.

UNIT 3 - part A - personal finance

Functions of money. Role of money is affected and influenced by a number of factors. Planning expenditure, common principles to be considered in planning personal finances. Different ways to pay. Current accounts. Managing personal finance, types of borrowing, savings and investments.

UNIT 3 - part B - business finance

- » Understand the purpose of accounting.
- » Purpose of accounting. Types of income, Types of expenditure. Select and evaluate different sources of business finance.

All students will be assessed:

Assessment of the assessment focuses alongside a past paper activity - formative assessment for unit 2, self assessment and improvement skills and evaluation of own work.

Reading skills needed for this unit:

- » Knowledge.
- » Comprehension.

Key vocabulary:

Marketing, Campaigning, Market Research, Finance, Expenditure, Income, Planning.

HALF TERM 2 BTEC UNIT 2 AND 3 EXTERNAL ASSESSMENT

All students will know:

UNIT 2: Using information to develop the rationale for a marketing campaign. Planning and developing a marketing campaign.

Marketing Mix. The marketing campaign, Appropriateness of marketing campaign.

UNIT 3 - part A - personal finance

Features of financial institutions. Communicating with customers., Consumer protection in relation to personal finance, Information guidance and advice.

UNIT 3 - part B - business finance

- » Complete statements of comprehensive income and financial position and evaluate a business's performance
- » Break-even and cash flow forecasts. Cash flow forecasts. Break-even analysis. Statement of comprehensive income, Statement of financial position. Measuring profitability. Measuring liquidity. Measuring efficiency. Limitations of ratios.

All students will be assessed:

- » Mock exam 2 hours research from given data and 3 hour exam - past paper.
- » Mock exam for unit 3

Reading skills needed for this unit:

- » Knowledge.
- » Comprehension.

Key vocabulary:

Finance, Performance, Income, Future planning, Cash flow, Statements, Ratios, Profitability.

HALF TERM 3 BTEC UNIT 1 AND 8 INTERNAL ASSESSMENT

All students will know:

UNIT 2: Exam series

UNIT 1: Assignment 1

Examine the environment in which businesses operate. External environment, Internal environment, Competitive environment, Situational analysis.

1. Explore the features of different businesses and analyse what makes them successful.
2. Investigate how businesses are organised
3. Organisational structures and functional areas.
4. Business mission, aims and objectives.
5. Internal and external stakeholders
6. Reasons for success.

UNIT 8: Recruitment and Selection

- » Examine how effective recruitment and selection contribute to business success. Key content areas:
 - Recruitment of staff.
 - Recruitment and selection process.
 - Ethical and legal considerations in the recruitment process.

All students will be assessed:

- » Exam date: January for UNIT 2 - over 2 days
- » Exam date: January for UNIT 3 - 2 hours
- » Completion of Unit 1 assignment 1

Reading skills needed for this unit:

- » Knowledge.
- » Comprehension.

Key vocabulary:

Businesses, Enterprise, Aims, Objectives, Goods, Services, Recruitment, Interviews, Selection, Job description, Person specification.

ENRICHMENT OPPORTUNITIES

Sixth form enrichment - work experience.

HALF TERM 4 BTEC UNIT 1 AND 8 INTERNAL ASSESSMENT

All students will know:

UNIT 1: Assignment 2 Examine business markets

- » Different market structures. Relationship between demand, supply and price. Pricing and output decisions.

UNIT 8: Recruitment and Selection

- » Job applications
- » Interviews and skills
- » Learners must participate in a recruitment and selection activity. They will need to interview and be interviewed, and complete the appropriate documentation. Learners will need to evidence all the documents created.

All students will be assessed:

Completion of Unit 1 assignment 2

Reading skills needed for this unit:

- » Knowledge.
- » Comprehension.

Key vocabulary:

Structures, Demand, Supply, Price, Interviews, Questioning skills.

HALF TERM 5 BTEC UNIT 1 AND 8 INTERNAL ASSESSMENT

All students will know:

Revision and exam practice of unit 2 or 3 dependent on student requirements.

UNIT 1: Assignment 3 enterprise and innovation

- » Students to investigate the role and contribution of innovation and enterprise to the success of the business.

UNIT 8: Recruitment and Selection

- » Review and evaluation of recruitment and selection activities. SWOT analysis and action plan.
- » Learners will need to evidence all the documents created. Ability to self-critique performance, including what could have gone better and what skills need to be developed, so that learners can enhance their employability. SWOT analysis on performance in their interviewing activity linked to their personal future

All students will be assessed:

Exam series dependent on January series performance:

- » Exam series for Unit 2 - resit unit 2
- » Exam series for Unit 3 - resit unit 3

Reading skills needed for this unit:

- » Knowledge.
- » Comprehension.

Key vocabulary:

Innovation, Enterprise, Strengths, Weakness, Opportunities, Threats.

HOW STUDENTS CAN BE SUPPORTED AT HOME

<https://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html>

HALF TERM 6 BTEC UNIT 1 AND 8 INTERNAL ASSESSMENT MARKING, MODERATION AND RESUBMISSION OPPORTUNITIES

All students will know:

UNIT 1: completion external moderation UNIT 8: completion and sign off

- » A detailed report: Ability to self-critique performance, including what could have gone better and what skills need to be developed, so that learners can enhance their employability. SWOT analysis on performance in their interviewing activity linked to their personal future.

UNIT 4: preparation for year 13 content All students will be assessed:

Internal coursework

Reading skills needed for this unit:

- » Knowledge.
- » Comprehension.

Key vocabulary:

Report, Employability, Strengths, Weakness, Opportunities, threats.

YEAR 13 | BTEC BUSINESS

'Becoming a business, enterprising and economically aware young person with strong business document'

The curriculum and assessment of students at this stage of education has been carefully designed to promote deep learning of business skills and development and develop students into business event organiser:

Unit 4: Events management is one of the most exciting and dynamic sectors of business. This unit combines students' creativity and organisational skills to produce successful, memorable events, whether for profit or social enterprise. Students will investigate a number of successful events, both large and small, and use this research to assess the feasibility of events to plan and run students' themselves. Examples could range from organising meetings, product launches, exhibitions, promotions, charity events, team-building events and staff development, to a full-scale conference. Students' chosen event will be carefully planned, demonstrating students' ability to use planning tools. Students will then stage the event, testing the effectiveness of students' planning. This will require students to 'think on their feet', deal with financial and security issues, liaise with suppliers and venue personnel, and utilise their problem-solving skills. Afterwards, students will evaluate the success of the event. To complete the assessment task within this unit, students will need to draw on their learning from across their programme. This unit will develop students' teamwork, communication, time-management, negotiation and problem solving skills. It will help students develop the essential transferable skills that employers look for. The unit will provide a useful opportunity to consider whether to pursue a career in events management or to continue on to further study in this area.

Unit 6: In this unit, you will examine how businesses adapt their approaches to management in response to challenges in their environment. Depending on their roles and responsibilities, managers need to develop skill sets that enable them to work effectively in areas such as the management of people, financial, resource and quality management, and the management of change. You will investigate some of the issues that managers and leaders have to deal with in the workplace in making businesses more efficient and ensuring their survival and growth. The effective planning and organising of a business's activity can significantly influence the success of a business. This unit will help you to progress to employment, by considering a career working in supervision and management, and/or to vocational training. Additionally you might move on to related higher education having developed a knowledge and understanding of management.

Unit 5: In this unit, you will explore the benefits and issues associated with international business activities. You will investigate the economic environment and cultural factors in international markets and the influence they have on how business is conducted. You will also examine the strategic and operational approaches to developing business in an international context. To complete the assessment task within this unit, you will need to draw on your learning from across your programme. This unit will give you a greater understanding of the global business environment, which will help your career choices. The unit also gives you the skills and a firm basis to undertake advanced or specialist studies in international business at higher education level.

Unit 19: Entrepreneurs explore potential business opportunities, select viable business ideas, prepare appropriate business plans and pitch these to potential investors. This unit will teach you how to carry out these steps which are critical to the development of new businesses. In this unit, you will investigate a potential micro-business idea and outline a business plan. You will present your business plan to potential investors with a view to securing appropriate funding. It is important that you are able to recognise what should be included in a pitch and how the process of idea formulation, selection, planning and presentation should be managed in order to secure funding.

HOW THIS LEARNING WILL BE EMBEDDED ELSEWHERE IN THE CURRICULUM

- » ICT
- » Mathematics

HALF TERM 1 UNIT 4 INTERNAL ASSESSES UNIT AND UNIT 6 EXTERNAL EXAMINED

All students will know:

Unit 4: Managing a business event

Explore the role of an event organiser, Investigate the feasibility of a proposed event.

Different tasks needed to be completed by an event organiser. Different skills needed by an effective event organiser. Common formats for skills audit collection. Different types of event, and the factors affecting success, Feasibility measures and critical success factors.

Unit 6:

- » The definitions and functions of management.
 - A1 Definitions of management and leadership.
 - A2 Functions of management and leadership.
 - A3 Business culture.
- » Management and leadership styles and skills.
 - B1 Management and leadership styles.
 - B2 Management and leadership skills.
- » Managing human resources.
 - C1 Human resources (HR).
 - C2 Human resource planning.

All students will be assessed:

Unit 4: Completion of assignment 1.

Reading skills needed for this unit:

Comprehension, data analysis, research and source recognition.

Key vocabulary:

Quantitative, qualitative, Management, Manager, Leadership
Skills, Responsibilities, Culture.

HALF TERM 2 UNIT 4 INTERNAL ASSESSES UNIT AND UNIT 6 EXTERNAL EXAMINED

All students will know:

Unit 4: Develop a detailed plan for a business, or social enterprise event. Stage and manage a business or social enterprise event.

Event planning and the use of planning tools. Factors to be considered, including budgets, resources and contingency planning. Management of the event. Problem solving.

Unit 6:

- » Factors influencing management, motivation and performance of the workforce.
 - D1 Motivation in the workplace.
 - D2 Techniques to meet skills requirements.
 - D3 Training and development.
 - D4 Performance appraisal.
- » Impact of change.
 - E1 Managing change.
- » Quality management.
 - F1 Quality standards.
 - F2 Developing a quality culture.
 - F3 The techniques and tools of quality management.
 - F4 The importance and benefits of quality management.

All students will be assessed:

Unit 4: Running the event, Complete assignment 2.

Reading skills needed for this unit:

Comprehension, data analysis..

Key vocabulary:

Soft skills. likert scale, Work, Occupation, Motivation, Theories, Appraisal, Management, Work culture.

HALF TERM 3 UNIT 4 INTERNAL ASSESSES UNIT AND UNIT 6 EXTERNAL EXAMINED

All students will know:

Unit 4 : Reflect on the running of the event and evaluate own skills development.

Evaluation of the event, Review of personal skills development in the running of the event.

Unit 5: International Business

- » Business operate in contrasting international markets.
- » Types of finance available for international business.
- » Main features of globalisation.
- » Trading blocs on international trade.
- » Be able to analyse barriers.

Unit 19: optional unit subject to change

- » See below for breakdown.
- » Introduction to start.

All students will be assessed:

Unit 4: Complete assignment 2 and 3.

Unit 6:

- » Exam is sat in January - 3 hour controlled assessment from given case study.

Unit 5: assignment 1

- » Learning aim A: Explore the international context for business operations.

Reading skills needed for this unit:

Comprehension, data analysis.

Key vocabulary:

International, Markets, Finance, Countries, Globalisation, Trading blocs, Barriers, trading.

HALF TERM 4 COMPLETION UNIT 4, UNIT 5 AND UNIT 19 INTERNAL ASSESSMENTS

All students will know:

Unit 4:

- » Reflect on the running of the event and evaluate own skills development.
- » Bringing together their practical research and event.

Unit 5: international business

- » External factors.
- » support systems.
- » situational analysis.

Unit 19: optional unit subject to change

- » A Explore potential ideas for a micro-business start-up.
 - A1 Exploration of ideas for a micro-business start-up.
 - A2 Models for business opportunities.
 - A3 Factors to be considered when setting up a micro-business.

All students will be assessed:

Unit 4: Complete unit 4 assignment 3.

Unit 5: Assignment 2.

- » Learning aim B: Investigate the international economic environment in which business operates.
- » Learning aim C: Investigate the external factors that influence international businesses.

Unit 19: Assignment 1 - A portfolio comprising research, analysis and risk evaluation that collectively supports a specific recommendation for setting up a new micro-business.

Reading skills needed for this unit:

Comprehension, data analysis.

Key vocabulary:

External factors, Interest rates, Exchange rates, Inflation,

HOW STUDENTS CAN BE SUPPORTED AT HOME

Pearson website where students can access breakdown of specification and units - BTEC student book 1 & 2

HALF TERM 5 UNIT 5 AND UNIT 19 INTERNAL ASSESSMENTS

All students will know:

Unit 5: international business

- » Cultural differences.
- » products and processes adapted for international markets
- » strategies and resources.

Unit 19: optional unit subject to change

- » Assignment 2.
- » B Develop a business plan for a viable micro-business start-up.
 - B1 Market analysis and planning.
 - B2 Legal aspects.
 - B3 Financial aspects.
 - B4 Evaluation.

All students will be assessed:

Unit 5: Assignment 3

- » Learning aim E: Examine the strategic and operational approaches to developing international trade

Unit 19: A business plan with the details to enable the pitch to be prepared. Professional presentation with supporting documentation designed to secure potential funding and to stimulate feedback, from which justified modifications to the proposal and pitch can be made.

Reading skills needed for this unit: Comprehension, research and source recognition. **Key vocabulary:**

Cultures, Differences, International, Markets, strategies, Planning, Business plan, Analysis, Finance, Pitch.

HALF TERM 6 UNIT 5 AND UNIT 19 INTERNAL ASSESSMENTS

All students will know:

Completion of coursework prior to sign off to leave the academy.

Unit 19: optional unit subject to change

- » Assignment 3
- » C Carry out a pitch for funding for the chosen micro-business.
 - C1 Documents and materials for pitch to audience.
 - C2 Professional presentation skills demonstrated in the pitch.
 - C3 Review and evaluation of the pitch.

All students will be assessed:

Unit 19: A business plan with the details to enable the pitch to be prepared. Professional presentation with supporting documentation designed to secure potential funding and to stimulate feedback, from which justified modifications to the proposal and pitch can be made.

Key vocabulary:

Micro, Funding, Professional, Evaluation, Planning, Pitching.