



Curriculum Map

Subject: BTEC business

Year group: Year 12

| Content | Autumn | Spring | Summer |
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| <i>Declarative Knowledge – 'Know What'</i> | <p>Teacher 1 – Unit 3: Personal finance</p> <p>A Understand the importance of managing personal finance</p> <ul style="list-style-type: none"> - The ability to handle money received, and to control money paid, is a fundamental requirement for personal and business success. This success relies on understanding what 'money' is. - Functions of money. - How the role of money is affected and influenced by financial and social factors - Planning expenditure and the common principles to be considered in planning personal finances. <p>A2 Different ways to pay</p> <ul style="list-style-type: none"> - The use of money as a payment method and the advantages and disadvantages of different ways of paying <p>A3 Current accounts</p> <ul style="list-style-type: none"> - Different types, features, advantages and disadvantages, different services offered <p>A4 Managing personal finance</p> <ul style="list-style-type: none"> - Suitability of different financial products and services against individual needs. - Different types of borrowing, features, advantages and disadvantages. - Different types of saving and investment features, advantages and disadvantages. - Risks and rewards of saving versus investment. - Different insurance products | <p>Teacher 1 – Unit 1: Exploring business</p> <p>Learning aim C: Examine the environment in which businesses operate</p> <p>C1 External environment</p> <ul style="list-style-type: none"> - Political environment, e.g. government support, membership of trading communities such as the European Union. - Economic, fiscal, monetary and other government policies, e.g. supply side policy, economic growth, exchange rates. - Social attitudes to saving, spending and debt; social responsibility requirements; change, e.g. to demographic trends, consumers' tastes/preferences. - Technological change, e.g. automation, improved communications. - Environmental factors and ethical trends, e.g. carbon emissions, waste, recycling, pollution. - Legal environment, e.g. partnership legislation, companies acts, charities legislation, competition legislation, UK Corporate Governance Code, financial services regulation, industry regulators, and government departments. <p>C2 Internal environment</p> <ul style="list-style-type: none"> - Corporate culture. - Corporate social responsibility (CSR), ethics. <p>C3 Competitive environment</p> <ul style="list-style-type: none"> - Competition (local, national and international). - Factors influencing competitive advantage, e.g. differentiation, pricing policies, market leadership, reputation, market share, cost | <p>Teacher 1 – Unit 2 Developing a marketing campaign</p> <p>Learning objective C: Planning and developing a marketing campaign</p> <p>C2 Marketing mix</p> <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>C3 The marketing campaign</p> <ul style="list-style-type: none"> - Selection of an appropriate marketing mix, message and media - Campaign budgeting. - Creating campaign timelines - Evaluating a marketing campaign <p>C4 Appropriateness of marketing campaign</p> <ul style="list-style-type: none"> - How far the marketing activity reinforces and supports brand value. - The sustainability of marketing activities. - Flexibility of the campaign to enable response to changes. - Relevance to organisational goals. - Appropriateness to target market. - Legal and ethical considerations. |



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| | <p>B Explore the personal finance sector</p> <p>B1 Features of financial institutions</p> <ul style="list-style-type: none"> - Types of organisations and their advantages and disadvantages of financial organisations <p>B2 Communicating with customers</p> <ul style="list-style-type: none"> - Methods of interacting with customers, advantages and disadvantages of methods <p>B3 Consumer protection in relation to personal finance</p> <ul style="list-style-type: none"> - Function, role and responsibilities of: Financial Conduct Authority (FCA), Financial Ombudsmen Service (FOS), Financial Services Compensation Scheme (FSCS), legislation – consumer credit. <p>B4 Information guidance and advice</p> <ul style="list-style-type: none"> - Function, role and responsibilities, advantages and disadvantages of: Citizens Advice, independent financial advisor (IFA), price comparison websites, debt counsellors, Individual Voluntary Arrangements (IVAs), bankruptcy. <p>Teacher – Unit 14: Investigating customer service</p> <p>Learning aim C: Demonstrate customer service in different situations, using appropriate behaviours to meet expectations</p> <p>C1 Customer service skills and behaviours</p> <ul style="list-style-type: none"> - Communication skills - Interpersonal skills: - Behaviours, e.g. being positive, offering assistance, showing respect. | <p>control, technology relationships with customers, suppliers, employees.</p> <ul style="list-style-type: none"> - Benefits and importance of establishing and maintaining a competitive advantage. <p>C4 Situational analysis</p> <ul style="list-style-type: none"> - Assessment of the business environment using various techniques, e.g. PESTEL, SWOT, 5Cs analysis, Porter's Five Forces. <p>Learning aim D: Examine business markets</p> <p>D1 Different market structures</p> <ul style="list-style-type: none"> - Market structures: perfect competition, imperfect competition. - Features of different market structures: number of firms, freedom of entry, nature of product. <p>D2 Relationship between demand, supply and price</p> <ul style="list-style-type: none"> - Influences on demand, e.g. affordability, competition, availability of substitutes, level of Gross Domestic Product (GDP), needs and aspirations of consumers. - Influences on supply, e.g. availability of raw materials and labour, logistics, ability to produce profitably, competition for raw materials, government support. - Elasticity: price elasticity of demand. <p>D3 Pricing and output decisions</p> <ul style="list-style-type: none"> - Impact on pricing and output decisions in different market structures. - Responses by business to pricing and output decisions of competitors in different market structures. | <p>Teacher 2 – Unit 2: Developing a marketing campaign</p> <p>A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign</p> <p>A1 The role of marketing</p> <ul style="list-style-type: none"> - Principles and purposes of marketing - Marketing aims and objectives - Types of market – mass and niche market. - Market segmentation. - Branding, brand personality, brand image, unique selling point (USP), implications of business size for marketing activity, budgetary constraints, availability of specialist staff. <p>A2 Influences on marketing activity</p> <ul style="list-style-type: none"> - Internal influences on marketing activity - External influences on marketing activity <p>B Using information to develop the rationale for a marketing campaign</p> <p>B1 Purpose of researching information to identify the needs and wants of customers</p> <ul style="list-style-type: none"> - The importance of identifying target markets. - The importance of identifying size, structure and trends in the market. - The importance of identifying competition. <p>B2 Market research methods and use</p> <ul style="list-style-type: none"> - Primary research, to include survey, interview, observation, trials, focus groups. - Secondary research to include both internal (customer data and sales records) and external sources (government statistics, trade journals, and other forms of media) |
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| | <p>C2 Dealing with customer service requests and complaints</p> <ul style="list-style-type: none"> - Understanding different Customer service situations <p>C3 Individual skills audit and development plan</p> <ul style="list-style-type: none"> - Skills audit of customer service skills. - Personal SWOT (Strengths, Weaknesses, Opportunities, Threats) - Set objectives to meet skills development goals for a specified customer services role. <p>Teacher 2 - Unit 3: Business finance</p> <p>C Understand the purpose of accounting</p> <p>C1 Purpose of accounting</p> <ul style="list-style-type: none"> - Recording transactions. - Management of business (planning, monitoring and controlling). - Compliance (preventing fraud, compliance with law and regulations). - Measuring performance. - Control – assisting with the prevention of fraud, trade receivables and trade payables. <p>C2 Types of income</p> <ul style="list-style-type: none"> - Capital income: loan, mortgages, shares, owner's capital, debentures. - Revenue income: cash sales, credit sales, rent received, commission received, interest received, discount received. <p>C3 Types of expenditure</p> <ul style="list-style-type: none"> - Capital expenditure: non-current assets – tangible (land, buildings and premises, | <p>Teacher 2 – Unit 14: Investigating customer service</p> <p>Learning aim A: Explore how effective customer service contributes to business success</p> <p>A1 Customer service in business</p> <ul style="list-style-type: none"> - Definition of customer service. - Customer service roles and importance of teamwork. - Importance of following organisational rules and procedures. - Different approaches to customer service across industries <p>A2 Customer expectations and satisfaction</p> <ul style="list-style-type: none"> - Different types of customer, including: internal and external customers and the differences between them, customer personalities, customers with special requirements - Customer complaints. - Customer expectations and satisfaction, including - Understanding the risk to the business of not dealing with complaints. <p>A3 Benefits of building customer relationships</p> <ul style="list-style-type: none"> - Enhanced reputation of business. - Repeat business. - Customer confidence in business. - Job satisfaction for employees. <p>A4 Customer service legislation and regulations</p> <ul style="list-style-type: none"> - Industry and sector-specific codes of practice, ethical issues and standards. | <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. <p>B3 Developing the rationale</p> <ul style="list-style-type: none"> - 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>Learning objective C: Planning and developing a marketing campaign</p> <p>C1 Marketing campaign activity</p> <ul style="list-style-type: none"> - Selection of appropriate marketing aims and objectives to suit business goals. - Situational analysis: SWOT (Strengths, Weaknesses, Opportunities, Threats) and PESTLE (Political, Economic, Social, Technological, Legal, Environmental). - Use of research data to determine target market. - Use of research data to conduct competitor analysis. |
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| | <p>machinery and equipment, vehicles, fixtures and fittings), intangible (goodwill, patents, trademarks, brand names).</p> <ul style="list-style-type: none"> - Revenue expenditure: inventory, rent, utilities, miscellaneous, salaries, wages, straight-line depreciation, reducing balance depreciation, etc.) - Advantages, disadvantages, short term and long term, internal and external sources of finance <p>D Select and evaluate different sources of business finance</p> <p>D1 Sources of finance</p> <p>E Break-even and cash flow forecasts</p> <p>E1 Cash flow forecasts</p> <ul style="list-style-type: none"> - Inflows/receipts - Outflows/payments - Prepare, complete, analyse, revise and evaluate cash flow. - Use of cash flow forecasts for planning, monitoring, control, target setting. - Benefits and limitations of cash flow forecasts. <p>E2 Break-even analysis</p> <ul style="list-style-type: none"> - Costs: variable, semi-variable, fixed, total. - Sales: total revenue, total sales, selling price per unit, sales in value and/or units. - Calculation using/manipulating, break-even formula (units and/or sales value), completion of break-even chart, break-even point. - Identification of area of profit, area of loss. - Identify and calculate margin of safety | <ul style="list-style-type: none"> - Implications for the business of not meeting all legal and regulatory requirements, including consumer protection, distance selling, sale of goods, health and safety, data protection, equal opportunities. <p>Learning aim B: Investigate the methods used to improve customer service in a business</p> <p>B1 Monitoring and evaluating customer service provision</p> <ul style="list-style-type: none"> - Using research from customers to identify improvements and monitor complaints. - Evaluating customer service through customer responses <p>B2 Indicators in improved performance</p> <ul style="list-style-type: none"> - Reduction in numbers of complaints. - Increase in profits. - Reduction in turnover of staff. - Repeat business from loyal customers. | |
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| | <ul style="list-style-type: none"> - Calculation of total contribution, contribution per unit benefits and limitations. - Use of break-even for planning, monitoring, control, target setting. - Prepare, complete, analyse, revise and evaluate break-even. <p>F Complete statements of comprehensive income and financial position and evaluate a business's performance</p> <p>F1 Statement of comprehensive income</p> <ul style="list-style-type: none"> - Purpose and use of statement of comprehensive income - Completion, calculation and amendment to include gross profit (revenue, opening inventories, purchases, closing inventories, cost of goods sold), calculation of profit/loss for the year (expenses, other income). - Adjustments for depreciation (straight-line and reducing balance). - Adjustments for prepayments, accruals. - Interpretation, analysis and evaluation of statements. <p>F2 Statement of financial position</p> <ul style="list-style-type: none"> - Purpose and use of statement of financial position - Completion, calculation and amendment of statement using vertical presentation to include: non-current assets, current assets, current liabilities, net current assets/liabilities, non-current liabilities, net assets, capital (opening capital, transfer of profit or loss, drawings, closing capital). - Adjustments for straight line (cost x%), depreciation, reducing balance (cost – depreciation to date x%). | | |
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| | <ul style="list-style-type: none"> - Adjustments for prepayments, accruals. - Interpretation, analysis, and evaluation of statements. <p>F3 Measuring profitability Calculation, interpretation, analysis and evaluation of:</p> <ul style="list-style-type: none"> - gross profit margin: $(\text{gross profit}/\text{revenue}) \times 100$ - mark-up: $(\text{gross profit}/\text{cost of sales}) \times 100$ - profit margin: $(\text{profit}/\text{revenue}) \times 100$ - return on capital employed (ROCE): $(\text{profit}/\text{capital employed}) \times 100$ - <p>F4 Measuring liquidity Calculation, interpretation, analysis and evaluation of:</p> <ul style="list-style-type: none"> - current ratio: $\text{current assets}/\text{current liabilities}$ - liquid capital ratio: $(\text{current assets} - \text{inventory})/\text{current liabilities}$ <p>F5 Measuring efficiency Calculation, interpretation, analysis and evaluation of:</p> <ul style="list-style-type: none"> - trade receivable days: $(\text{trade receivable}/\text{credit sales}) \times 365$ - trade payable days: $(\text{trade payables}/\text{credit purchases}) \times 365$ - inventory turnover: $(\text{average inventory}/\text{cost of sales}) \times 365$ <p>F6 Limitations of ratios</p> <ul style="list-style-type: none"> - Limitations of ratios when assessing business performance. | | |
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Curriculum Map

| Skills | Teacher 1 – Unit 3: Personal and Business finance | Teacher 1 – Unit 1: Exploring business | Teacher 1 and 2 – Unit 2: Developing a marketing campaign |
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| <p><i>Procedural Knowledge – 'Know How'</i></p> | <p>A Understand the importance of managing personal finance</p> <p>A1 Functions and role of money</p> <ul style="list-style-type: none"> - Explain how to handle money received, and to control money paid. - Identify the functions of money. - Explain how the role of money is affected and influenced by financial and social factors - Explain how to plan expenditure and the common principles to be considered in planning personal finances. <p>A2 Different ways to pay</p> <ul style="list-style-type: none"> - Assess the use of different methods of payment <p>A3 Current accounts</p> <ul style="list-style-type: none"> - Assess the suitability of different current accounts <p>A4 Managing personal finance</p> <ul style="list-style-type: none"> - Assess the suitability of different financial products <p>B Explore the personal finance sector</p> <p>B1 Features of financial institutions</p> <ul style="list-style-type: none"> - Explain the types of organisations and their advantages and disadvantages of financial organisations <p>B2 Communicating with customers</p> <ul style="list-style-type: none"> - Assess the methods of interacting with customers <p>B3 Consumer protection in relation to personal finance</p> <ul style="list-style-type: none"> - Understand the role of different financial services that help with consumer protection | <p>Learning aim C: Examine the environment in which businesses operate</p> <p>C1 External environment</p> <ul style="list-style-type: none"> - Explain the effects of factors of the political environment - Explain the effects of factors of the Economic environment - Explain the effects of factors of the Social environment - Explain the effects of factors of the Technological environment - Explain the effects of factors of the environment - Explain the effects of factors of the Legal environment <p>C2 Internal environment</p> <ul style="list-style-type: none"> - Explain how businesses create corporate culture. - Explain why businesses conduct corporate social responsibility (CSR), ethics. <p>C3 Competitive environment</p> <ul style="list-style-type: none"> - Explain the factors influencing competitive advantage, e.g. differentiation, pricing policies, market leadership, reputation, market share, and cost control, technology relationships with customers, suppliers, and employees. - Assess the benefits and importance of establishing and maintaining a competitive advantage. <p>C4 Situational analysis</p> <ul style="list-style-type: none"> - Assessment of the business environment using various techniques, e.g. PESTEL, SWOT, 5Cs analysis, Porter's Five Forces. | <p>A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign</p> <p>A1 The role of marketing</p> <ul style="list-style-type: none"> - Understand the role of marketing - Explain the different components that are used when developing a marketing campaign <p>A2 Influences on marketing activity</p> <ul style="list-style-type: none"> - Assess the internal influences on marketing activity - Assess the external influences on marketing activity <p>B Using information to develop the rationale for a marketing campaign</p> <p>B1 Purpose of researching information to identify the needs and wants of customers</p> <ul style="list-style-type: none"> - Explain the importance of identifying target markets. - Explain the importance of identifying size, structure and trends in the market. - Explain the importance of identifying competition. <p>B2 Market research methods and use</p> <ul style="list-style-type: none"> - Apply both primary and secondary research methods in developing data for a marketing rationale - Assess the importance of validity, reliability, appropriateness, currency, and cost of data collected for a marketing rationale |



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| | <p>B4 Information guidance and advice</p> <ul style="list-style-type: none"> - Understand the role of different services that help with personal finance <p>Teacher 2 – Unit 3: Personal and Business finance</p> <p>C Understand the purpose of accounting</p> <p>C1 Purpose of accounting</p> <ul style="list-style-type: none"> - Explain the different purposes of accounting <p>C2 Types of income</p> <ul style="list-style-type: none"> - Identify and compare capital and revenue income <p>C3 Types of expenditure</p> <ul style="list-style-type: none"> - Identify and compare capital and revenue expenditure <p>D1 Sources of finance</p> <ul style="list-style-type: none"> - select and appropriate source of finance for a business <p>E Break-even and cash flow forecasts</p> <p>E1 Cash flow forecasts</p> <ul style="list-style-type: none"> - design and interpret a cash flow forecast - calculate cash flow <p>E2 Break-even analysis</p> <ul style="list-style-type: none"> - calculate fixed and variable costs - calculate breakeven and margin of safety - design and interpret break-even charts <p>Teacher 1 - unit 14: investigating customer service</p> <p>Learning aim C</p> <ul style="list-style-type: none"> - Monitor and improve customer service through the use of customer profiles and data collection | <p>Learning aim D: Examine business markets</p> <p>D1 Different market structures</p> <ul style="list-style-type: none"> - Analyse different market structures: perfect competition, imperfect competition. - Analyse the features of different market structures: number of firms, freedom of entry, and nature of product. <p>D2 Relationship between demand, supply and price</p> <ul style="list-style-type: none"> - Analyse the features of demand and supply, including price elasticity of demand <p>D3 Pricing and output decisions</p> <ul style="list-style-type: none"> - Assess the impact of different pricing decisions considering the effect that different stakeholders have on pricing decisions <p>Teacher 2 – Unit 14: Investigating customer service</p> <p>Learning aim A: Explore how effective customer service contributes to business success</p> <p>A1 Customer service in business</p> <ul style="list-style-type: none"> - Define customer service. - Explain the different customer service roles and importance of teamwork. - Explain the importance of following organisational rules and procedures. - Explain the different approaches to customer service across industries <p>A2 Customer expectations and satisfaction</p> <ul style="list-style-type: none"> - Explain the different types of customer, including: internal and external customers and | <ul style="list-style-type: none"> - To use a variety of quantitative and qualitative data in a rationale <p>B3 Developing the rationale</p> <ul style="list-style-type: none"> - 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. - Use a product life cycle to explain the processes of a new product. <p>Unit 2 Developing a marketing campaign</p> <ul style="list-style-type: none"> - Select appropriate objectives based on market data - Use analysis tools to create conclusions on a business - To develop new product ideas and what is required to make them successful - Determine pricing strategies for a product - Distribute products/services to maximise potential sales - Generate awareness and interest in a product or service - To use other elements of business to develop a marketing campaign - Create an appropriate marketing message - Create a marketing campaign within a budget - Create a timeline of events within a marketing campaign using either a calendar or Gantt chart - Evaluate the effectiveness of a marketing campaign through its ability to support a brand and its flexibility to adapt to change |
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| | <ul style="list-style-type: none"> - Evaluate customer service through analyse customer responses. - Planning for change in customer service - Explain the indicators of improved performance | <p>the differences between them, customer personalities, customers with special requirements</p> <ul style="list-style-type: none"> - Assess customer complaints. - Explain what customer expectations and satisfaction, including - Understand the risk to the business of not dealing with complaints. <p>A3 Benefits of building customer relationships</p> <ul style="list-style-type: none"> - Analyse the benefits of building customer relationships <p>A4 Customer service legislation and regulations</p> <ul style="list-style-type: none"> - Identify industry and sector-specific codes of practice, ethical issues and standards. - Analyse the implications for the business of not meeting all legal and regulatory requirements, including consumer protection, distance selling, sale of goods, health and safety, data protection, equal opportunities. | |
| Key Questions | <p>Unit 3: Personal and Business finance</p> <p>A Understand the importance of managing personal finance</p> <ul style="list-style-type: none"> - What are the requirements to handle money effectively? - What are the functions and roles of money? <p>A2 Different ways to pay</p> <ul style="list-style-type: none"> - What are the benefits and drawbacks of the different methods of payment? <p>A3 Current accounts</p> | <p>Teacher 1 – Unit 1: Exploring business</p> <p>Learning aim C: Examine the environment in which businesses operate</p> <p>C1 External environment</p> <ul style="list-style-type: none"> - What are the political factors that affect the business? - What are the economic factors that affect the business? - What are the social factors that affect the business? - What are the technological factors that affect the business? | <p>Unit 2: Developing a marketing campaign</p> <p>A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign</p> <p>A1 The role of marketing</p> <ul style="list-style-type: none"> - What is the role of marketing? - What makes a good brand? - What objectives would a marketing function have? - How can we segment a market? <p>A2 Influences on marketing activity</p> |



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| | <ul style="list-style-type: none"> - What are the different types, features, advantages and disadvantages, different services offered <p>A4 Managing personal finance</p> <ul style="list-style-type: none"> - Why should I borrow? - What factors should I consider when borrowing or investing? - What are the risks and rewards of saving versus investment? - What are the different insurance products available to people? <p>B Explore the personal finance sector</p> <p>B1 Features of financial institutions</p> <ul style="list-style-type: none"> - What are the types of organisations and their advantages and disadvantages? <p>B2 Communicating with customers</p> <ul style="list-style-type: none"> - How do financial organisations interact with customers? <p>B3 Consumer protection in relation to personal finance</p> <ul style="list-style-type: none"> - What are the Function, role and responsibilities, of the different financial consumer protection organisations in the UK? <p>B4 Information guidance and advice</p> <ul style="list-style-type: none"> - What are the Function, role and responsibilities, of the different financial information services? <p>C Understand the purpose of accounting</p> <p>C1 Purpose of accounting</p> | <ul style="list-style-type: none"> - What are the environmental factors that affect the business? - What are the legal factors that affect the business? <p>C2 Internal environment</p> <ul style="list-style-type: none"> - What makes a good corporate culture? - How do we determine if a business is acting ethically? <p>C3 Competitive environment</p> <ul style="list-style-type: none"> - What are the competitive factors that affect the business? - How does a business establish a competitive advantage? <p>Learning aim D: Examine business markets</p> <p>D1 Different market structures</p> <ul style="list-style-type: none"> - What are the different market structures? How do they work? <p>D2 Relationship between demand, supply and price</p> <ul style="list-style-type: none"> - What influences the demand in a market? - What influences the supply within a market? - How do you calculate price elasticity of demand? <p>D3 Pricing and output decisions</p> <ul style="list-style-type: none"> - How do we determine pricing strategy? - How would a business respond to a change in price? <p>Teacher 2 – Unit 14: investigating customer service</p> <p>Learning aim A: Explore how effective customer service contributes to</p> | <ul style="list-style-type: none"> - What might influence marketing activity? <p>B Using information to develop the rationale for a marketing campaign</p> <p>B1 Purpose of researching information to identify the needs and wants of customers</p> <ul style="list-style-type: none"> - What information do we need to draw appropriate conclusions about the market, customers and competition? <p>B2 Market research methods and use</p> <ul style="list-style-type: none"> - How should we collect research data? - Is the data accurate? - Is the data appropriate? - Is the source of the data a valid source? - What is the cost of the data? <p>B3 Developing the rationale</p> <ul style="list-style-type: none"> - What reasons can we give for the rationale proposed? - Does the data support the rationale? - Is there evidence to suggest the data is not reliable? - What is the idea behind the marketing campaign? <p>Unit 2 Developing a marketing campaign</p> <ul style="list-style-type: none"> - What data should I use to determine marketing objectives? - What is the key market data? - Who are the main competitors, and what are they doing? - What factors affect the market and the business? - Who is the target market? - What would make a new product successful? - What pricing strategy would be most effective? |
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| | <ul style="list-style-type: none"> - Recording transactions. - Management of business (planning, monitoring and controlling). - Compliance (preventing fraud, compliance with law and regulations). - Measuring performance. - Control – assisting with the prevention of fraud, trade receivables and trade payables. <p>C2 Types of income</p> <ul style="list-style-type: none"> - What are the different ways a business earn income? <p>C3 Types of expenditure</p> <ul style="list-style-type: none"> - What are the different expenditures a business must pay? <p>D Select and evaluate different sources of business finance</p> <p>D1 Sources of finance</p> <ul style="list-style-type: none"> - What are the advantages and disadvantages of different sources of finance? - What is the most appropriate source of finance for the given situation? <p>E Break-even and cash flow forecasts</p> <p>E1 Cash flow forecasts</p> <ul style="list-style-type: none"> - Why do we use cash flow forecasts? - Can you interpret the cash flow forecast? - What changes must a business make based on the cash flow forecast? | <p>business success</p> <p>A1 Customer service in business</p> <ul style="list-style-type: none"> - What is meant by customer service? - What makes good customer service? - What procedures are in place to ensure high quality customer service? <p>A2 Customer expectations and satisfaction</p> <ul style="list-style-type: none"> - What do customers need and/or want? - How do we satisfy customers’ needs? - What should we do if a customer has a complaint? <p>A3 Benefits of building customer relationships</p> <ul style="list-style-type: none"> - What are the benefits of good customer relationships? <p>A4 Customer service legislation and regulations</p> <ul style="list-style-type: none"> - What are the legal requirements when working in the customer service industry? | <ul style="list-style-type: none"> - What is the best way for the business to get their products to the customer? - How do you generate awareness and interest in a product or service? - What else is important in ensuring a good marketing mix? - What is the most appropriate marketing message for the target market? |
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| | <p>E2 Break-even analysis</p> <ul style="list-style-type: none"> - Can you identify the fixed costs and variable costs of the business? - Can you calculate the breakeven point? - Can you draw a breakeven chart and calculate breakeven? - What is the margin of safety? - What changes must a business make based on the breakeven chart? <p>Unit 14: Investigating customer service</p> <ul style="list-style-type: none"> - What data should I look at to improve customer service? - What does the data say about customer service? - How do you improve customer service? | | |
| Assessment | <p>Unit 14 Learning aims C coursework Unit 3 learning aim A & B assessment Unit 3 learning aim C & D assessment Unit 3 learning aim E assessment Unit 3 learning aim F assessment Unit 3 mock exam</p> | <p>Unit 1 Learning aims C & D coursework Unit 14 Learning aims A & B coursework</p> | <p>Unit 1 Learning aims C & D coursework Unit 14 Learning aims A & B coursework Unit 3 exam (optional resit)</p> |
| Literacy/Numeracy/SMSC/Character | <ul style="list-style-type: none"> - Numeracy: Interpreting numerical data and graphs in order to make decisions around business performance - Literacy: building arguments using business terminology, developing analytical and evaluative paragraphs using data and contextual evidence from case studies. - SMSC: students explore the rationale behind decisions made by businesses in regards to marketing and customer service. Through this, students are given the chance to reflect on how the actions of business affect society socially, morally, and culturally. - Character: students build character through being put through realistic business scenarios that test their ability to take the initiative and be confident in displaying their creativity and aspirations. Business scenarios will also help | <ul style="list-style-type: none"> - Numeracy: Interpreting numerical data and graphs in order to make decisions around business performance - Literacy: building arguments using business terminology, developing analytical and evaluative paragraphs using data and contextual evidence from case studies. - SMSC: students explore the rationale behind decisions made by businesses in regards to marketing and customer service. Through this, students are given the chance to reflect on how the actions of business affect society socially, morally, and culturally. - Character: students build character through being put through realistic business scenarios that test their ability to take the initiative and be confident in displaying their creativity and aspirations. Business scenarios will also help | <ul style="list-style-type: none"> - Numeracy: Interpreting numerical data and graphs in order to make decisions around business performance - Literacy: building arguments using business terminology, developing analytical and evaluative paragraphs using data and contextual evidence from case studies. - SMSC: students explore the rationale behind decisions made by businesses in regards to marketing and customer service. Through this, students are given the chance to reflect on how the actions of business affect society socially, morally, and culturally. - Character: students build character through being put through realistic business scenarios that test their ability to take the initiative and be confident in displaying their creativity and aspirations. Business scenarios will also help |



Curriculum Map



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| | them consider differing views which will help them develop tolerance, integrity and resilience. | them consider differing views which will help them develop tolerance, integrity and resilience. | them consider differing views which will help them develop tolerance, integrity and resilience. |
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