



# Curriculum Map

Subject: BTEC business

Year group: Year 12

	Autumn 1 Sept - Oct	Autumn 2 Nov - Dec	Spring 1 Jan - Feb	Spring 2 Feb - April	Summer April - July
<p><b>Content</b></p> <p><i>Declarative Knowledge – ‘Know What’</i></p>	<p><b>Teacher 1</b></p> <p><b>Unit 3: Personal and business finance</b></p> <p><b>Personal finance</b></p> <ul style="list-style-type: none"> <li>- Managing personal finance</li> <li>- Different ways to pay</li> <li>- Accounts</li> <li>- financial institutions</li> <li>- communicating with customers</li> <li>- consumer protection information, guidance and advice</li> <li>- Financial institutions</li> </ul> <p><b>Teacher 2</b></p> <p><b>Unit 3: Personal and business finance</b></p> <ul style="list-style-type: none"> <li>- Accounting</li> <li>- Types of income</li> <li>- Types of expenditure</li> <li>- Sources of finance</li> <li>- Cash flow forecasting</li> </ul>	<p><b>Teacher 1</b></p> <p><b>Unit 14: Investigating customer service assignment C</b></p> <p><b>Demonstrating customer service</b></p> <ul style="list-style-type: none"> <li>- Customer service skills</li> <li>- SWOT analysis</li> <li>- Skills auditing</li> <li>- Development plans</li> </ul> <p><b>Assessment: unit 14 assignment C coursework</b></p> <p><b>Teacher 2</b></p> <p><b>Unit 3: Personal and business finance</b></p> <ul style="list-style-type: none"> <li>- Break even</li> <li>- Statements of comprehensive income</li> <li>- Statements of financial position</li> <li>- Measuring profitability</li> <li>- Measuring liquidity</li> <li>- Measuring efficiency</li> <li>- Limitations of ratios</li> </ul>	<p><b>Teacher 1</b></p> <p><b>Assessment: unit 14 assignment C</b></p> <p><b>Teacher 2</b></p> <p><b>Exam (January): Unit 3 Personal and Business finance</b></p> <p><b>Unit 14: Investigating customer service - assignment AB</b></p> <ul style="list-style-type: none"> <li>- Customer service in business</li> <li>- Customer expectations</li> <li>- Building customer relationships</li> <li>- Legislation and regulation</li> <li>- Benefits and risks associated with innovation and enterprise monitoring customer service provision</li> <li>- indicators of performance</li> </ul> <p><b>Assessment: unit 14 assignment AB coursework</b></p>	<p><b>Teacher 1</b></p> <p><b>Unit 1: Exploring Business CD</b></p> <p><b>Demonstrating customer service</b></p> <ul style="list-style-type: none"> <li>- Customer service skills</li> <li>- SWOT analysis</li> <li>- Skills auditing</li> <li>- Development plans</li> </ul> <p><b>Assessment: unit 14 assignment C coursework</b></p> <p><b>Teacher 2</b></p> <p><b>Assessment: unit 14 assignment AB coursework</b></p>	<p><b>Teacher 1</b></p> <p><b>Unit 14: Investigating customer service assignment C</b></p> <p><b>Demonstrating customer service</b></p> <ul style="list-style-type: none"> <li>- Customer service skills</li> <li>- SWOT analysis</li> <li>- Skills auditing</li> <li>- Development plans</li> </ul> <p><b>Assessment: unit 14 assignment C coursework</b></p> <p><b>Teacher 2</b></p> <p><b>Unit 1: Personal and business finance</b></p> <ul style="list-style-type: none"> <li>- Break even</li> <li>- Statements of comprehensive income</li> <li>- Statements of financial position</li> <li>- Measuring profitability</li> <li>- Measuring liquidity</li> <li>- Measuring efficiency</li> <li>- Limitations of ratios</li> </ul>



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<p><b>Skills</b></p> <p><i>Procedural Knowledge</i> – <i>'Know How'</i></p>	<p><b>Unit 2 Developing a marketing campaign</b></p> <ul style="list-style-type: none"> <li>- Select appropriate objectives based on market data</li> <li>- Use analysis tools to create a rationale for a marketing campaign</li> <li>- Apply marketing theory to create an appropriate marketing message and marketing mix</li> <li>- Use mathematical skills to create a budget</li> <li>- Create a timeline of events within a marketing campaign using either a calendar or Gantt chart</li> <li>- Evaluate the effectiveness of a marketing campaign through its ability to support a brand and its flexibility to adapt to change</li> </ul>	<p><b>Unit 1: Exploring business</b></p> <ul style="list-style-type: none"> <li>- Research and analyse data to determine the successfulness of a business</li> <li>- Explain the difference between a sole trader, partnership, private limited company, public limited company, cooperative, limited and unlimited liability</li> <li>- Explain the difference between a charitable trust, voluntary.</li> <li>- Understand the Purposes of different businesses</li> <li>- Sectors: primary, secondary, tertiary, quaternary.</li> <li>- Explain the scope of business activities: local, national, international.</li> <li>- Identify the Size of different businesses</li> <li>- Analyse and evaluate the reasons for success</li> </ul>
<p><b>Key Questions</b></p>	<p><b>Unit 2 Developing a marketing campaign</b></p> <ul style="list-style-type: none"> <li>- What data should I use to determine marketing objectives?</li> <li>- What factors affect the market and the business?</li> <li>- Who is the target market?</li> <li>- What would make a new product successful?</li> <li>- What pricing strategy would be most effective?</li> <li>- What is the best way for the business to get their products to the customer?</li> <li>- How do you generate awareness and interest in a product or service?</li> <li>- What is the most appropriate marketing message for the target market?</li> </ul>	<p><b>Unit 1: Exploring business</b></p> <ul style="list-style-type: none"> <li>- How do different forms of business and liability change the business?</li> <li>- What are the reasons for a business's success?</li> <li>- What influence do stakeholders have?</li> <li>- How do the different organisational structures work?</li> <li>- What are the different functions of the business?</li> </ul>
<p><b>Assessment</b></p>	<p>Unit 2: developing a marketing campaign mock exam            Unit 2: developing a marketing campaign exam            Unit 1: assignment AB (coursework)            Unit 1: assignment E (coursework)</p>	
<p><b>Literacy/Numeracy/SMSC/Character</b></p>	<ul style="list-style-type: none"> <li>- <b>Numeracy:</b> Interpreting numerical data and graphs in order to make decisions around designing a marketing campaign</li> <li>- <b>Literacy:</b> building arguments using business terminology, developing analytical and evaluative paragraphs using data and contextual evidence from case studies.</li> <li>- <b>SMSC:</b> 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.</li> <li>- <b>Character:</b> 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 them consider differing views which will help them develop tolerance, integrity and resilience.</li> </ul>	