

Curriculum Map: BTEC Diploma in Business Yr12 2022 - 2023

	Autumn	Spring	Summer
<b>Content</b> Declarative knowledge 'I Know'			
<b>Exploring Business</b>	<p><b>LAE</b> Investigate the role and contribution of innovation and enterprise to business success.</p> <p><b>E1 Role of innovation and enterprise</b> What is innovation and Enterprise.</p> <p><b>E2 Benefits and risks associated with innovation and enterprise</b></p> <p><b>LAA</b> Explore the features of different businesses and analyse what makes them Successful</p> <p><b>A1 Features of businesses</b></p> <ul style="list-style-type: none"> <li>• Ownership and liability, Purposes, Sectors, Scope of business activities, Size</li> <li>• Reasons for success</li> </ul> <p><b>A2 Stakeholders and their influence</b></p> <ul style="list-style-type: none"> <li>• Stakeholders</li> <li>• The influence of stakeholders on business success</li> </ul> <p><b>A3 Effective business communications</b> Appropriate presentation and delivery of information to a given audience</p> <p><b>LAB</b> Investigate how businesses are organised</p> <p><b>B1 Structure and organisation</b></p> <ul style="list-style-type: none"> <li>• Organisational structure</li> <li>• Functional/operational areas</li> </ul> <p><b>B2 Aims and objectives</b></p> <ul style="list-style-type: none"> <li>• Aims of businesses in different sectors – mission, vision and values</li> <li>• SMART (Specific, Measurable, Achievable, Relevant, Time constrained) objectives.</li> </ul>	<p><b>LAC</b> Examine the environment in which businesses operate</p> <p><b>C1 External environment</b></p> <ul style="list-style-type: none"> <li>• Political, Economic, Social attitudes to saving, spending and debt; social responsibility requirements; Demographic changes, Technological change, Environmental factors and ethical trends, Legal environment</li> </ul> <p><b>C2 Internal environment</b></p> <ul style="list-style-type: none"> <li>• Corporate culture.</li> <li>• Corporate social responsibility (CSR), ethics.</li> </ul> <p><b>C3 Competitive environment</b></p> <ul style="list-style-type: none"> <li>• Competition (local, national and international).</li> <li>• Factors influencing competitive advantage</li> <li>• Benefits and importance of establishing and maintaining a competitive advantage.</li> </ul> <p><b>C4 Situational analysis</b></p> <ul style="list-style-type: none"> <li>• Assessment of the business environment using various techniques, PESTLE, SWOT analysis, 5Cs analysis, Porter's Five Forces.</li> </ul> <p><b>LAD</b> Examine business markets</p> <p><b>D1 Different market structures</b></p> <ul style="list-style-type: none"> <li>• Market structures: perfect competition, imperfect competition.</li> <li>• Features of different market structures: number of firms, freedom of entry, nature of product.</li> </ul> <p><b>D2 Relationship between demand, supply and price</b></p> <ul style="list-style-type: none"> <li>• Influences on demand</li> <li>• Influences on supply</li> <li>• Elasticity: price elasticity of demand.</li> </ul> <p><b>D3 Pricing and output decisions</b></p> <ul style="list-style-type: none"> <li>• Impact on pricing and output decisions in different market structures.</li> <li>• Responses by business to pricing and output decisions of competitors in different market structures.</li> </ul>	
<b>Developing a Marketing Campaign</b>	<p><b>LAA</b> Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign</p> <p><b>A1 The role of marketing</b> 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> <p><b>A2 Influences on marketing activity</b> Internal influences External influences</p>		<p>Assessment Point - Externally Set Task</p> <p>A task set and marked by Pearson and completed under supervised conditions.</p> <ul style="list-style-type: none"> <li>• Part A for a 2-hour preparation period on the afternoon of the day before Part B. Part B assessment being a 3 hour supervised session on the morning after Part A.</li> <li>• Submission completed using a computer.</li> <li>• 70 marks.</li> </ul>

	Autumn	Spring	Summer
	<p><b>LAB</b> Using information to develop the rationale for a marketing campaign</p> <p><b>B1 Purpose of researching information to identify the needs and wants of customers</b></p> <p><b>B2 Market research methods and use</b>            Primary research            Secondary research:            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> <p><b>B3 Developing the rationale</b>            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> <p><b>LAC</b> Planning and developing a marketing campaign</p> <p><b>C1 Marketing campaign activity</b>            Selection of appropriate marketing aims and objectives to suit business goals.            Situational analysis: SWOT and PESTLE            Use of research data to determine target market.            Use of research data to conduct competitor analysis.</p> <p><b>C2 Marketing mix</b>            Product development            Pricing strategies            Promotional advertising, (PR). Sponsorship, use of social and other media, guerrilla marketing, personal selling, product placement, digital marketing, corporate image.            Place            Extended marketing mix: people, physical environment, process.</p> <p><b>C3 The marketing campaign</b>            Content of the marketing message.            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> <p><b>C4 Appropriateness of marketing campaign</b>            How far the marketing activity reinforces and supports brand value.            The sustainability of marketing activities.            Flexibility of the campaign to enable response to both internal and external changes.            Relevance to organisational goals.            Appropriateness to target market.            Legal and ethical considerations.</p>		

	Autumn	Spring	Summer
<b>Personal and Business Finance</b>	<p><b>A Understand the importance of managing personal finance</b></p> <p><b>A1 Functions and role of money</b> 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.</p> <ul style="list-style-type: none"> <li>• Functions of money:</li> <li>• Role of money is affected and influenced by a number of factors</li> <li>• Planning expenditure, common principles to be considered in planning personal finances:</li> </ul> <p><b>A2 Different ways to pay</b></p> <p><b>A3 Current accounts</b></p> <p><b>A4 Managing personal finance</b></p> <ul style="list-style-type: none"> <li>• Suitability of different financial products and services against individual needs.</li> <li>• Different types of borrowing, features, advantages and disadvantages:</li> <li>• Different types of saving and investment features, advantages and disadvantages:</li> <li>• Risks and rewards of saving versus investment.</li> <li>• Different insurance products:</li> </ul> <p><b>B Explore the personal finance sector</b></p> <p><b>B1 Features of financial institutions</b> Types of organisations and their advantages and disadvantages:</p> <p><b>B2 Communicating with customers</b> Methods of interacting with customers, advantages and disadvantages:</p> <p><b>B3 Consumer protection in relation to personal finance</b> Function, role and responsibilities of: Financial Conduct Authority (FCA), Financial Ombudsmen Service (FOS), Financial Services, Compensation Scheme (FSCS), legislation – consumer credit.</p> <p><b>B4 Information, guidance and advice</b> 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>	<p><b>C Understand the purpose of accounting</b></p> <p><b>C1 Purpose of accounting</b></p> <p><b>C2 Types of income</b> - Capital income &amp; Revenue income</p> <p><b>C3 Types of expenditure</b> - Capital expenditure &amp; Revenue expenditure</p> <p><b>D Select and evaluate different sources of business finance</b></p> <p><b>D1 Sources of finance</b> Advantages, disadvantages, short term and long term for internal &amp; external sources</p> <p><b>E Break-even and cash flow forecasts</b></p> <p><b>E1 Cash flow forecasts</b></p> <ul style="list-style-type: none"> <li>• Inflows/receipts &amp; Outflows/payments</li> <li>• Prepare, complete, analyse, revise and evaluate cash flow.</li> <li>• Use of cash flow forecasts for planning, monitoring, control, target setting.</li> <li>• Benefits and limitations of cash flow forecasts.</li> </ul> <p><b>E2 Break-even analysis</b></p> <ul style="list-style-type: none"> <li>• Costs: variable, semi-variable, fixed, total.</li> <li>• Sales: total revenue, total sales, selling price per unit, sales in value and/or units.</li> <li>• Calculation using/manipulating break-even formula (units and/or sales value), completion of break-even chart, break-even point.</li> <li>• Identification of area of profit, area of loss.</li> <li>• Identify and calculate margin of safety (units and value).</li> <li>• Calculation of total contribution, contribution per unit benefits and limitations.</li> <li>• Use of break-even for planning, monitoring, control, target setting.</li> <li>• Prepare, complete, analyse, revise and evaluate break-even.</li> </ul> <p><b>F Complete statements of comprehensive income and financial position and evaluate a business's performance</b></p> <p><b>F1 Statement of comprehensive income</b></p> <ul style="list-style-type: none"> <li>• Purpose and use.</li> <li>• Completion, calculation and amendment</li> <li>• Adjustments for depreciation</li> <li>• Adjustments for prepayments, accruals.</li> <li>• Interpretation, analysis and evaluation of statements.</li> </ul> <p><b>F2 Statement of financial position</b></p> <ul style="list-style-type: none"> <li>• Purpose and use.</li> <li>• Completion, calculation and amendment of statement using vertical presentation</li> <li>• Adjustments for straight line (cost x%) depreciation, reducing balance (cost – depreciation to date x%).</li> <li>• Adjustments for prepayments, accruals.</li> <li>• Interpretation, analysis, and evaluation of statements.</li> </ul> <p><b>F3 Measuring profitability</b></p> <p><b>F4 Measuring liquidity</b></p> <p><b>F5 Measuring efficiency</b></p> <p><b>F6 Limitations of ratios</b></p>	<p>Assessment Point – Exam</p> <p>Written examination set by Pearson, 2 hours, 80 marks.</p>

	Autumn	Spring	Summer
<b>Recruitment &amp; Selection Process</b>			<p><b>LAA:</b> Examine how effective recruitment and selection contribute to business success</p> <p><b>A1 Recruitment of staff</b></p> <p><b>A2 Recruitment and selection process</b> Recruitment process – the purpose of the documents for internal and external recruitment: Selection, including assessment centres and psychometric testing, group/team activity interviews (by telephone, face-to-face, group and panel), presentations in interviews, short tests at interviews:</p> <p><b>A3 Ethical and legal considerations in the recruitment process</b> Why recruitment processes have to be ethical and adhere to equal opportunities legislation; what the ethical responsibilities and the current legislation relating to equal opportunities are.</p> <p><b>LAB:</b> Undertake a recruitment activity to demonstrate the processes leading to a successful job offer</p> <p><b>B1 Job applications</b> Selection of a job role for the business as above and then preparation of all the relevant documents:</p> <p><b>B2 Interviews and skills</b> Communication skills required for interview situations Designing interview questions. Interview feedback form. Observation form. Reviewing applications from peer group. Submitting applications to peer group. Demonstration of a work-related competence (interviewing and being interviewed), analysis of how the activity worked Evaluation of documentation produced for the process</p> <p><b>C1 Review and evaluation</b> Role-play activity. Individual appraisal of own roles in being interviewed, interviewing and observing. Review of communication skills &amp; of organisational ability. Assessment of how the skills acquired support the development of employability skills.</p> <p><b>C2 SWOT analysis and action plan</b> SWOT analysis on individual performance in the role-play activities. Self-critique of the events and documentation prepared, and how it supported the activity. Review if the process was effective and how a learner feels they may need to develop skills further to be able to conduct and participate in interviews more effectively. Action plan to highlight how to address any weaknesses in skill set.</p>

	Autumn	Spring	Summer
<b>Skills</b> Procedural Knowledge 'I know how to'	Interpret the grading criteria/mark scheme Carry out research Present assignments in the appropriate format Structure responses to questions Develop written work to access Merit/Distinction criteria Develop a marketing Campaign	Interpret the grading criteria/mark scheme Carry out research Present assignments in the appropriate format Structure responses to questions Develop written work to access Merit/Distinction criteria Develop a marketing campaign	Interpret the grading criteria/mark scheme Carry out research Present assignments in the appropriate format Structure responses to questions Develop written work to access Merit/Distinction criteria
<b>Strategies</b> Conditional Knowledge 'I know when to'	Select and apply content. Develop my written responses Select & apply research Produce written work to mee the grading criteria	Select and apply content. Develop my written responses Select & apply research Produce written work to mee the grading criteria	Select and apply content. Develop my written responses Select & apply research Produce written work to mee the grading criteria
Key Questions	<b>Exploring Business</b> <b>Assignment 3</b> - How important is innovation and enterprise to today's businesses?  <b>Assignment 1</b> - Features contributing to the success of contrasting businesses  <b>Developing a Marketing Campaign</b> What is the importance of marketing? What influence marketing activity? Which research is relevant? <b>Personal &amp; Business Finance</b> Which is the best personal finance product based on personal circumstances? What options are there when in debt?	<b>Exploring Business</b>  <b>Assignment 2</b> – The effects of the Environment on a Business – how does the environment and markets affect a chosen business.  Developing a Marketing Campaign Who are the target market? How would you promote/advertise product X? How should the budget & timescale be split? <b>Personal &amp; Business Finance</b> How does a business record its finances? What do the documents tell us about the finances of a business? Should business X opt for A or B?	<b>Recruitment and Selection Process</b> Assignment 1 - Evaluating the recruitment and selection process of a large business – LAA from the spec  Assignment 2 - The Recruitment and Selection Process – LAB & LAC from the spec Practical assessment of knowledge Written evaluation and reflection of work & performance.
Assessment topics	<b>Exploring Business</b> – Content for LAE & LAA/B in Spec  <b>Assignment 3</b> - How important is innovation and enterprise to today's businesses?  <b>Assignment 1</b> - Features contributing to the success of contrasting businesses  <b>Developing a Marketing Campaign</b> – See content from spec Marketing & associated activities Market research  <b>Personal &amp; Business Finance</b> - See content from spec Personal Finance	<b>Exploring Business</b> – Content for LAC & LAD in the Spec  <b>Assignment 2</b> – The effects of the Environment on a Business  PPE for Developing a Marketing Campaign and Personal & Business Finance.  <b>Developing a Marketing Campaign</b> - See content from spec Marketing & associated activities Market research Marketing Campaign  <b>Personal &amp; Business Finance</b> - See content from spec Business Finance	Exam in May for Developing a Marketing Campaign and Personal & Business Finance.  <b>Recruitment and Selection Process</b>  <b>Assignment 1</b> - Evaluating the recruitment and selection process of a large business – LAA from the spec  <b>Assignment 2</b> - The Recruitment and Selection Process – LAB & LAC from the spec Practical assessment of knowledge Written evaluation and reflection of work & performance.

	Autumn	Spring	Summer
Cross curricular links/Character Education	<p><b>English</b> – literacy</p> <ul style="list-style-type: none"> <li>• Reading &amp; interpreting a variety of texts</li> <li>• Writing; producing a range of documents including reports &amp; presentations</li> <li>• Oral; presentations, discussions &amp; role plays</li> </ul> <p><b>Maths</b> – Calculations and interpretation of data.  <b>PSHE</b> – Ethics, finances  <b>Sociology</b> – population &amp; influences  <b>Psychology</b> – how individuals are influenced  <b>Geography</b> – where businesses are based &amp; trade  <b>SMSC</b> – Ethics, wellbeing  <b>Languages</b> – use of languages in different countries  <b>IT</b> – the use and application of technology</p>	<p><b>English</b> – literacy</p> <ul style="list-style-type: none"> <li>• Reading &amp; interpreting a variety of texts</li> <li>• Writing; producing a range of documents including reports &amp; presentations</li> <li>• Oral; presentations, discussions &amp; role plays</li> </ul> <p><b>Maths</b> – Calculations and interpretation of data.  <b>PSHE</b> – Ethics, finances  <b>Sociology</b> – population &amp; influences  <b>Psychology</b> – how individuals are influenced  <b>Geography</b> – where businesses are based &amp; trade  <b>SMSC</b> – Ethics, wellbeing  <b>Languages</b> – use of languages in different countries  <b>IT</b> – the use and application of technology</p>	<p><b>English</b> – literacy</p> <ul style="list-style-type: none"> <li>• Reading &amp; interpreting a variety of texts</li> <li>• Writing; producing a range of documents including reports &amp; presentations</li> <li>• Oral; presentations, discussions &amp; role plays</li> </ul> <p><b>Maths</b> – Calculations and interpretation of data.  <b>PSHE</b> – Ethics, finances  <b>Sociology</b> – population &amp; influences  <b>Psychology</b> – how individuals are influenced  <b>Geography</b> – where businesses are based &amp; trade  <b>SMSC</b> – Ethics, wellbeing  <b>Languages</b> – use of languages in different countries  <b>IT</b> – the use and application of technology</p>