

Curriculum Map: BTEC Extended Certificate in Business Yr12

	Autumn	Spring	Summer
Content Declarative knowledge 'I Know'			
Exploring Business	<p>LAE Investigate the role and contribution of innovation and enterprise to business success.</p> <p>E1 Role of innovation and enterprise What is innovation and Enterprise.</p> <p>E2 Benefits and risks associated with innovation and enterprise</p> <p>LAA Explore the features of different businesses and analyse what makes them Successful</p> <p>A1 Features of businesses</p> <ul style="list-style-type: none"> • Ownership and liability, Purposes, Sectors, Scope of business activities, Size • Reasons for success <p>A2 Stakeholders and their influence</p> <ul style="list-style-type: none"> • Stakeholders • The influence of stakeholders on business success <p>A3 Effective business communications Appropriate presentation and delivery of information to a given audience</p> <p>LAB Investigate how businesses are organised</p> <p>B1 Structure and organisation</p> <ul style="list-style-type: none"> • Organisational structure • Functional/operational areas <p>B2 Aims and objectives</p> <ul style="list-style-type: none"> • Aims of businesses in different sectors – mission, vision and values • SMART (Specific, Measurable, Achievable, Relevant, Time constrained) objectives. 	<p>LAC Examine the environment in which businesses operate</p> <p>C1 External environment</p> <ul style="list-style-type: none"> • Political, Economic, Social attitudes to saving, spending and debt; social responsibility requirements; Demographic changes, Technological change, Environmental factors and ethical trends, Legal environment <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 • 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, PESTLE, SWOT analysis, 5Cs analysis, Porter's Five Forces. <p>LAD 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 • Influences on supply • 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. 	
Developing a Marketing Campaign	<p>LAA 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 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>A2 Influences on marketing activity 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"> • 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. • Submission completed using a computer. • 70 marks.

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	<p>LAB 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> <p>B2 Market research methods and use 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>B3 Developing the rationale 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>LAC Planning and developing a marketing campaign</p> <p>C1 Marketing campaign activity 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>C2 Marketing mix 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>C3 The marketing campaign 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>C4 Appropriateness of marketing campaign 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>		

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Skills 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
Strategies Conditional Knowledge 'I know when to'	Select and apply content. Develop my written responses Select & apply research	Select and apply content. Develop my written responses Select & apply research	Select and apply content. Develop my written responses Select & apply research
Key Questions	Exploring Business Assignment 3 - How important is innovation and enterprise to today's businesses? (4 school weeks to complete) Assignment 1 - Features contributing to the success of contrasting businesses Developing a Marketing Campaign What is the importance of marketing? What influence marketing activity? Which research is relevant?	Exploring Business Assignment 2 – 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?	
Assessment topics	Exploring Business Assignment 3 - How important is innovation and enterprise to today's businesses? (4 school weeks to complete) Developing a Marketing Campaign Marketing & associated activities Market research	Exploring Business Assignment 1 - Features contributing to the success of contrasting businesses Assignment 2 – The effects of the Environment on a Business PPE for Developing a Marketing Campaign Developing a Marketing Campaign Marketing & associated activities Market research Marketing Campaign	Exam in May for Developing a Marketing Campaign Exploring Business Assignment 2 – The effects of the Environment on a Business
Cross curricular links/Character Education	English – literacy <ul style="list-style-type: none"> Reading & interpreting a variety of texts Writing; producing a range of documents including reports & presentations Oral; presentations, discussions & role plays Maths – Calculations and interpretation of data. PSHE – Ethics, finances Sociology – population & influences Psychology – how individuals are influenced Geography – where businesses are based & trade SMSC – Ethics, wellbeing	English – literacy <ul style="list-style-type: none"> Reading & interpreting a variety of texts Writing; producing a range of documents including reports & presentations Oral; presentations, discussions & role plays Maths – Calculations and interpretation of data. PSHE – Ethics, finances Sociology – population & influences Psychology – how individuals are influenced Geography – where businesses are based & trade SMSC – Ethics, wellbeing	English – literacy <ul style="list-style-type: none"> Reading & interpreting a variety of texts Writing; producing a range of documents including reports & presentations Oral; presentations, discussions & role plays Maths – Calculations and interpretation of data. PSHE – Ethics, finances Sociology – population & influences Psychology – how individuals are influenced Geography – where businesses are based & trade SMSC – Ethics, wellbeing

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	Languages – use of languages in different countries IT – the use and application of technology	Languages – use of languages in different countries IT – the use and application of technology	Languages – use of languages in different countries IT – the use and application of technology