**Curriculum Map: BTEC Diploma in Business Yr12**

|  | **Autumn** | **Spring** | **Summer**  |
| --- | --- | --- | --- |
| **Content**Declarative knowledge‘I Know’ |  |  |  |
| **Exploring Business** | **LAE** Investigate the role and contribution of innovation and enterprise to businesssuccess.**E1 Role of innovation and enterprise**What is innovation and Enterprise.**E2 Benefits and risks associated with innovation and enterprise****LAA** Explore the features of different businesses and analyse what makes themSuccessful**A1 Features of businesses**• Ownership and liability, Purposes, Sectors, Scope of business activities, Size• Reasons for success**A2 Stakeholders and their influence**• Stakeholders• The influence of stakeholders on business success**A3 Effective business communications**Appropriate presentation and delivery of information to a given audience**LAB** Investigate how businesses are organised**B1 Structure and organisation**• Organisational structure• Functional/operational areas**B2 Aims and objectives**• Aims of businesses in different sectors – mission, vision and values• SMART (Specific, Measurable, Achievable, Relevant, Time constrained) objectives. | **LAC** Examine the environment in which businesses operate**C1 External environment**• Political, Economic, Social attitudes to saving, spending and debt; social responsibility requirements; Demographic changes, Technological change, Environmental factors and ethical trends, Legal environment**C2 Internal environment**• Corporate culture.• Corporate social responsibility (CSR), ethics.**C3 Competitive environment**• Competition (local, national and international).• Factors influencing competitive advantage• Benefits and importance of establishing and maintaining a competitive advantage.**C4 Situational analysis**• Assessment of the business environment using various techniques, PESTLE, SWOT analysis, 5Cs analysis, Porter’s Five Forces.**LAD** Examine business markets**D1 Different market structures**• Market structures: perfect competition, imperfect competition.• Features of different market structures: number of firms, freedom of entry, nature of product.**D2 Relationship between demand, supply and price**• Influences on demand• Influences on supply• Elasticity: price elasticity of demand.**D3 Pricing and output decisions**• Impact on pricing and output decisions in different market structures.• Reponses by business to pricing and output decisions of competitors in different market structures. |  |
| **Developing a Marketing Campaign** | **LAA** Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign**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.**A2 Influences on marketing activity**Internal influencesExternal influences**LAB** Using information to develop the rationale for a marketing campaign**B1 Purpose of researching information to identify the needs and wants of customers****B2 Market research methods and use**Primary researchSecondary 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.**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.**LAC** Planning and developing a marketing campaign**C1 Marketing campaign activity**Selection of appropriate marketing aims and objectives to suit business goals.Situational analysis: SWOT and PESTLEUse of research data to determine target market.Use of research data to conduct competitor analysis.**C2 Marketing mix**Product developmentPricing strategiesPromotional advertising, (PR). Sponsorship, use of social and other media, guerrilla marketing, personal selling, product placement, digital marketing, corporate image.PlaceExtended marketing mix: people, physical environment, process.**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.**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. |  | Assessment Point - Externally Set TaskA task set and marked by Pearson and completed under supervised conditions.• 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. |
| **Personal and Business Finance** | **A Understand the importance of managing personal finance****A1 Functions and role of money**The ability to handle money received, and to control money paid, is a fundamental requirement forpersonal and business success. This success relies on understanding what ‘money’ is.• 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:**A2 Different ways to pay****A3 Current accounts****A4 Managing personal finance**• 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:**B Explore the personal finance sector****B1 Features of financial institutions**Types of organisations and their advantages and disadvantages:**B2 Communicating with customers**Methods of interacting with customers, advantages and disadvantages:**B3 Consumer protection in relation to personal finance**Function, role and responsibilities of: Financial Conduct Authority (FCA), Financial Ombudsmen Service (FOS), Financial Services, Compensation Scheme (FSCS), legislation – consumer credit.**B4 Information, guidance and advice**Function, role and responsibilities, advantages and disadvantages of: Citizens Advice, independent financial advisor (IFA), price comparison websites, debt counsellors, Individual Voluntary Arrangements (IVAs), bankruptcy. | **C Understand the purpose of accounting****C1 Purpose of accounting****C2 Types of income -** Capital income & Revenue income**C3 Types of expenditure -** Capital expenditure & Revenue expenditure**D Select and evaluate different sources of business finance****D1 Sources of finance**Advantages, disadvantages, short term and long term for internal & external sources**E Break-even and cash flow forecasts****E1 Cash flow forecasts**• 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.**E2 Break-even analysis**• 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 (units and value).• 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.**F Complete statements of comprehensive income and financial position and evaluate a business's performance****F1 Statement of comprehensive income**• Purpose and use.• Completion, calculation and amendment• Adjustments for depreciation• Adjustments for prepayments, accruals.• Interpretation, analysis and evaluation of statements.**F2 Statement of financial position**• Purpose and use.• Completion, calculation and amendment of statement using vertical presentation • Adjustments for straight line (cost *x*%) depreciation, reducing balance (cost – depreciation to date *x*%).• Adjustments for prepayments, accruals.• Interpretation, analysis, and evaluation of statements.**F3 Measuring profitability****F4 Measuring liquidity****F5 Measuring efficiency****F6 Limitations of ratios** | Assessment Point – ExamWritten examination set by Pearson, 2 hours, 80 marks. |
| **Digital Marketing** |  |  | **LAA** Examine the role of digital marketing within the broader marketing mix**A1 Digital marketing in the marketing function****A2 How the digital communication is delivered****A3 Devices for displaying digital communications****LAB** Investigate the effectiveness of existing digital marketing campaigns**B1 Digital marketing objectives** • Lead generation.• Brand awareness.• Customer retention.**B2 Digital strategies to meet target objectives****B3 Return on investment compensation models****B4 Benefits and concerns of online advertising****LAC** Develop a digital marketing campaign for a selected product or brand.**C1 Marketing planning process**• Set objectives – lead generation, brand awareness, customer retention.• Analysis of target segment, brand persona and competition.• Resource identification – human, financial and technological.• Implementation planning and testing.• Measurement against targets.**C2 Integration in the wider marketing and promotional mix**• Marketing objectives.• Marketing mix.• Promotional mix.• Anticipated returns. |
| **Skills**Procedural Knowledge‘I know how to’ | Interpret the grading criteria/mark schemeCarry out researchPresent assignments in the appropriate formatStructure responses to questionsDevelop written work to access Merit/Distinction criteriaDevelop a marketing Campaign | Interpret the grading criteria/mark schemeCarry out researchPresent assignments in the appropriate formatStructure responses to questionsDevelop written work to access Merit/Distinction criteriaDevelop a marketing campaign | Interpret the grading criteria/mark schemeCarry out researchPresent assignments in the appropriate formatStructure responses to questionsDevelop written work to access Merit/Distinction criteria |
| **Strategies**Conditional Knowledge‘I know when to’ | Select and apply content.Develop my written responsesSelect & apply research Produce written work to mee the grading criteria | Select and apply content.Develop my written responsesSelect & apply researchProduce written work to mee the grading criteria | Select and apply content.Develop my written responsesSelect & apply researchProduce written work to mee the grading criteria |
| Key Questions | **Exploring Business****Assignment 3** - How important is innovation and enterprise to today’s businesses? **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?**Personal & Business Finance**Which is the best personal finance product based on personal circumstances?What options are there when in debt? | **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 CampaignWho are the target market?How would you promote/advertise product X?How should the budget & timescale be split?**Personal & Business Finance**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? | **Digital Marketing****Assignment 1** - What is digital marketing and how is it used?**Assignment 2** – Would you like to buy this? |
| Assessment topics | **Exploring Business** – Content for LAE & LAA/B in Spec**Assignment 3** - How important is innovation and enterprise to today’s businesses? **Assignment 1** - Features contributing to the success of contrasting businesses**Developing a Marketing Campaign** – See content from specMarketing & associated activitiesMarket research**Personal & Business Finance -** See content from specPersonal Finance | **Exploring Business** – Content for LAC & LAD in the Spec**Assignment 2** – The effects of the Environment on a BusinessPPE for Developing a Marketing Campaign and Personal & Business Finance.**Developing a Marketing Campaign -** See content from specMarketing & associated activitiesMarket researchMarketing Campaign**Personal & Business Finance -** See content from specBusiness Finance | Exam in May for Developing a Marketing Campaign andPersonal & Business Finance.**Digital Marketing****Assignment 1** - What is digital marketing and how is it used?**Assignment 2** – Would you like to buy this? |
| Cross curricular links/Character Education | **English** – literacy* 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**Languages** – use of languages in different countries**IT** – the use and application of technology | **English** – literacy* Reading & interpreting a variety of texts
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