

Curriculum Map: BTEC Diploma in Business Yr13

	Autumn	Spring	Summer
Content Declarative knowledge 'I Know'			
Principles of Management	<p>A The definitions and functions of management A1 Definitions of management and leadership A2 Functions of management and leadership A3 Business culture</p> <p>B Management and leadership styles and skills B1 Management and leadership styles B2 Management and leadership skills</p> <p>C Managing human resources C1 Human resources (HR) C2 Human resource planning.</p> <p>D Factors influencing management, motivation and performance of the workforce D1 Motivation in the workplace D2 Techniques to meet skills requirements D3 Training and development D4 Performance appraisal</p> <p>E Impact of change E1 Managing change</p> <p>F Quality management F1 Quality standards F2 Developing a quality culture F3 The techniques and tools of quality management F4 The importance and benefits of quality management</p>	<p>Assessment Point - Exam</p> <ul style="list-style-type: none"> Learners will be given a case study one to carry out preparatory work. 3 hour written exam; 2 activities each 44 marks 	
Managing an Event	<p>LAA: Explore the role of an event organiser A1 Different tasks needed to be completed by an event organiser A2 Different skills needed by an effective event organiser A3 Common formats for skills audit collection</p> <p>LAB: Investigate the feasibility of a proposed event B1 Different types of event, and the factors affecting success B2 Feasibility measures and critical success factors</p> <p>Mind map event ideas. Purpose of event. Aims and objectives. Constraints: budget, venue, resources; human and physical. Success factors: setting goals and targets.</p> <p>LAC: Develop a detailed plan for a business, social or social enterprise event C1 Event planning and the use of planning tools Gantt charts, Critical path analysis, Online planning tools. C2 Factors to be considered, including budgets, resources and contingency planning Aims and objectives.</p>		

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	<p>Budget: available finance, expected sales figures, banking, cost of resources, expenses such as venue, catering, staff, travel. Resources: flipcharts, Wi-Fi, telephone, display boards, ability to take money, chairs, tables, computer, Smart Board. Venue: size of room, facilities available, car parking, access arrangements. Catering: special consideration of dietary needs. Legal constraints: contracts, health and safety (risk assessment), negligence liability. Team working: allocation of tasks, planning meetings. Insurance, including public liability. Methods of communication: promotion, letters, invitations. Contingency planning: 'what if' scenarios, e.g. 'What if the caterers don't turn up?'. LAD: Stage and manage a business or social enterprise event D1 Management of the event Contracts for venue: suppliers, personnel. Marketing of the event: publicity, advertising, sponsorship, guest list, invitations. Customer service. Monitoring procedures to ensure tasks allocated have been completed. Security and health and safety. Methods of communication: internally and externally. Attendee evaluation: prepare, issue and collect questionnaires. D2 Problem solving Implementation of contingency plan, e.g. non-delivery of resources. Customer service issues. Health and safety issues. LAE: Reflect on the running of the event and evaluate own skills development E1 Evaluation of the event Review of success: meeting aims and objectives, timing, keeping to budget set, effectiveness of contingency plan. Analysis of evaluation forms. Suggestions for improvement. E2 Review of personal skills development in the running of the event Event management. Employability. Communication. Negotiation. Time management. Problem solving. Team working. Analysis of own skills.</p>		

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International Business		<p>LAA: Explore the international context for business operations</p> <p>A1 International business</p> <ul style="list-style-type: none"> • Types of business activity: • The reasons for conducting business internationally • Choice of markets in which to operate • Factors influencing the choice of market <p>A2 Financing of international business</p> <ul style="list-style-type: none"> • Methods used to finance international trade <p>A3 Support for international business</p> <ul style="list-style-type: none"> • Agencies that support international business • Types of support provided <p>LAB: Investigate the international economic environment in which business operates</p> <p>B1 Globalisation</p> <p>B2 International trading blocs</p> <ul style="list-style-type: none"> • World Trade Organization (WTO). • Customs unions and common markets, e.g. European Union (EU), Mercosur (South American nations). • Free-trade areas such as North American Free Trade Area (NAFTA), Asia-Pacific Economic Cooperation (APEC). <p>B3 Barriers to international business</p> <ul style="list-style-type: none"> • The reasons for protectionism in international markets • Barriers to trade <p>LAC: Investigate the external factors that influence international businesses</p> <p>C1 External influences</p> <p>C2 International business support systems</p> <ul style="list-style-type: none"> • The influence of the internet. • International payment methods <p>LAD: Investigate the cultural factors that influence international businesses</p> <p>D1 Cultural factors</p> <p>D2 Impact of cultural factors</p> <p>LAE: Examine the strategic and operational approaches to developing international trade</p> <p>E1 Strategies for operating internationally</p> <p>E2 Resource considerations</p>	

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Market Research		<p>LAB: Plan and implement a market research activity to meet a specific marketing objective</p> <p>B1 Planning stage</p> <ul style="list-style-type: none"> • Problem definition. • Set research objectives. • Budget. • Determine what data is to be collected. • Methods to be used: <ul style="list-style-type: none"> o secondary and primary o quantitative and/or qualitative. • Pilot questionnaire design: • Pilot sampling plan. • Probability sampling: • Non-probability sampling: • Pilot research. <p>B2 Implementation stage</p> <ul style="list-style-type: none"> • Review of pilot primary research. • Final questionnaire design. • Final sampling plan. • Data collection, primary and secondary. <p>LAC: Analyse and present market research findings and recommend process improvements</p> <p>C1 Statistical analysis and interpretation of primary and secondary research</p> <ul style="list-style-type: none"> • Data analysis/interpretation: • Interpretation of secondary research. <p>C2 Presentation of research results</p> <ul style="list-style-type: none"> • Reports, tables, graphs. • Presentation of conclusions and recommendations. • Awareness of audience type. <p>C3 Value of the information</p> <ul style="list-style-type: none"> • Limitations of the research: • Recommend improvements to the process. 	<p>LAA: Examine the types of market research used in business</p> <p>A1 Purpose of market research</p> <ul style="list-style-type: none"> • Understand customer behaviour. • Determine buying trends. • Investigate brand/advertising awareness. • Aid new product development. • Investigate feasibility of entry into new markets. • To meet marketing objectives. <p>A2 Types of research</p> <ul style="list-style-type: none"> • Qualitative and quantitative. • Secondary research. • Internal sources: • External sources: • Primary research: <p>A3 Appropriateness of choice of research</p> <ul style="list-style-type: none"> • Cost. • Accuracy. • Timelines. • Response rates.
<p>Skills</p> <p>Procedural</p> <p>Knowledge</p> <p>'I know how to'</p>	<p>Interpret the mark scheme/Grading criteria</p> <p>Structure responses to questions</p> <p>Develop written answers to access higher mark bands</p> <p>Present assignments in the appropriate format</p> <p>Develop written work to access Merit/Distinction criteria</p>	<p>Interpret the grading criteria</p> <p>Present assignments in the appropriate format</p> <p>Develop written work to access Merit/Distinction criteria</p>	<p>Interpret the grading criteria</p> <p>Present assignments in the appropriate format</p> <p>Develop written work to access Merit/Distinction criteria</p> <p>Reflect on my work and performance to develop a plan</p> <p>Produce documents for recruitment & selection</p> <p>Take part in a recruitment and selection process</p>

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Strategies Conditional Knowledge 'I know when to'	Select and apply content. Develop my written responses Research, Select and apply content. Produce written work to mee the grading criteria	Research, Select and apply content. Produce written work to mee the grading criteria	Research, Select and apply content. Produce written work to mee the grading criteria
Key Questions	Managing an Event – all content from the spec Assignment 1 - Could I be an event organiser? (LAA) Assignment 2 – Feasibility and planning an event (LAB & LAC) Assignment 3 - Staging an event and reflecting on its success (LAD & LAE) Principles of Management How how businesses adapt their approaches to management in response to challenges in their environment.	International Business – LAA, LAB, LAC & LAD content from the spec Assignment 1 - Why trade internationally? (LAA & LAB) Assignment 2 - External factors and cultural differences (LAC & LAD)	International Business – LAE content from the spec Assignment 3 - Strategies and Resources (LAE)
Assessment topics	Managing an Event Assignment 1 - Could I be an event organiser? (LAA) Assignment 2 – Feasibility and planning an event (LAB & LAC) Assignment 3 - Staging an event and reflecting on its success (LAD & LAE) Principles of Management How how businesses adapt their approaches to management in response to challenges in their environment.	International Business Assignment 1 - Why trade internationally? (LAA & LAB) Assignment 2 - External factors and cultural differences (LAC & LAD) Market Research Assignment 2 – Market Resear4ch in Action (LAB) Planning & carry out market research Assignment 3 – Market Research in Action (LAC) Analysing the findings of the market research.	International Business Assignment 3 - Strategies and Resources (LAE) Market Research Assignment 1 – What is Market Research (LAA) Report on market research used in a real 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 Languages – use of languages in different countries IT – the use and application of technology	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 Languages – use of languages in different countries IT – the use and application of technology	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 Languages – use of languages in different countries IT – the use and application of technology