



The progressive, inclusive curriculum 'skills, knowledge and concepts: literacy, life skills and enrichment'

Sept 2022-23 CURRICULUM MAP – BTEC Business Year 12 EXTENDED CERTIFICATE

AUTUMN TERM (15 WEEKS) – till January	ADVANCED STAGE	SPRING TERM (12 WEEKS) – till May	ADVANCED STAGE	SUMMER TERM (13 WEEKS) – till July	ADVANCED STAGE
<p>Unit 1 Exploring Business <u>Coursework Unit</u> Extended Cert & Diploma <u>Learning aim A&B</u></p> <ul style="list-style-type: none"> o Features of businesses o Liability o Purpose of businesses o Scope of business activity o Size of businesses o Aims & Objectives o Stakeholders and their influences o Employee involvement o Corporate social responsibility o Effective business communications o Way to present and deliver information o Importance of communication <p>Unit 2 Developing a Marketing Campaign <u>Exam Unit</u> Extended Cert & Diploma</p> <ul style="list-style-type: none"> o The role of marketing o Marketing aims & objectives o Branding o Influences on marketing activities o Developing a marketing rationale o Purposes of researching o Market research methods and use o Importance of validity, reliability, cost o Quantitative & Qualitative data o Developing a marketing rationale o Product life cycle o Developing a marketing campaign o SWOT/PESTLE analysis o Promotional advertising o Distribution channels o The marketing mix o Marketing budget 	<p>Units (1&2) Application of theories to the real world, through case studies Use of financial times & Business week.</p> <p>Units (1) Answering case studies :</p> <ul style="list-style-type: none"> • Care in crisis • Bring me back <p>• Units (2) Answering case studies :</p> <ul style="list-style-type: none"> • Simply Nature • Evaluation of Market Research • Cupids Cakes <p>Units (1&2) Feedforward <i>Evaluation of homework and classwork</i></p> <p>Enrichment/life and work skills Group work/collaboration Research skills Reading FT/ Business weekly articles set on MS TEAMS .</p> <p>Units (1&2) Content skills-</p> <ul style="list-style-type: none"> • Retaining Long term memory • Numeracy skills • Literacy skills • Application of context for assignment • Analysis • Knowledge/ real life case study analysis <p>Units (1) Pre assessment-</p> <ul style="list-style-type: none"> • First submission of learning aim A&B <p>Assessments:</p> <ul style="list-style-type: none"> • Final submission of learning aim A&B 	<p>Unit 1 Exploring Business <u>Coursework Unit</u> Extended Cert & Diploma <u>Learning aim C&D</u></p> <ul style="list-style-type: none"> o Environment in which businesses operate o External environment o Social attitudes to spending o Technological change o Ethnic trends o Internal environment o Corporate culture & Social responsibility o PESTLE/SWOT/5C's/Porters five forces o Different market structures o Demand/supply/price o Pricing& output decisions <p>Unit 3 Personal Business and Finance <u>Exam Unit</u> Extended Cert & Diploma</p> <ul style="list-style-type: none"> o The importance of managing finance o Functions & role of money o Different ways to pay o Influences on marketing activities o Different types of borrowing o Risks/rewards of investments o Types of insurance products o Features of financial institutions o Communicating with customers o Consumer protection with finance o The purpose of accounting o Types of income o Types of expenditure o Different sources of finance o Break even & cash flow forecasts o Profit & loss o Statements of comprehensive income o Statements of financial position o Measuring profitability o Measuring liquidity o Measuring efficiency 	<p>Units (1&3) Application of theories to the real world, through case studies Use of financial times & Business week.</p> <p>Units (1) Answering case studies :</p> <ul style="list-style-type: none"> • Little Italy • Manufacturing in the West Midlands <p>• Units (3) Answering case studies :</p> <ul style="list-style-type: none"> • Which account • Insurance is big business • Colour wars • Carla's Cycles • Celina's cleaning services • Kenji Imports silk dresses • Cheltenham coffee <p>Units (1&3) Feedforward <i>Evaluation of homework and classwork</i></p> <p>Enrichment/life and work skills Group work/collaboration Research skills Reading FT/ Business weekly articles set on MS TEAMS .</p> <p>Units (1&3) Content skills-</p> <ul style="list-style-type: none"> • Retaining Long term memory • Numeracy skills • Literacy skills • Application of context for assignment • Analysis • Knowledge/ real life case study analysis <p>Units (1) Pre assessment-</p> <ul style="list-style-type: none"> • First submission of learning aim C&D <p>Assessments:</p>	<p>Unit 1 Exploring Business <u>Coursework Unit</u> Extended Cert & Diploma <u>Learning aim E</u></p> <ul style="list-style-type: none"> o The role of innovation & enterprise o Benefits & risks with innovation & enterprise o Branding o Smarter working o Ethnic trends o Improving reputation and recognition o Blue sky thinking <p>Unit 8 Recruitment & Selection <u>Coursework Unit</u> Extended Cert & Diploma <u>Learning aim A</u></p> <ul style="list-style-type: none"> o The different ways of recruiting staff o Internal advertising/external advertising o Online recruitment methods o Recruitment and selection process o Ethnic trends o CV & application forms o Ethical & legal considerations o Recruitment activity leading to successful job offers o Recruitment & selection of individual performance o SWOT & action plan 	<p>Units (1&8) Application of theories to the real world, through case studies Use of financial times & Business week.</p> <p>Units (1) Answering case studies :</p> <ul style="list-style-type: none"> • The beauty in the skies <p>• Units (8) Answering case studies :</p> <ul style="list-style-type: none"> • Bartley Major • Debenhams • Birmingham City Council <p>Units (1&8) Feedforward <i>Evaluation of homework and classwork</i></p> <p>Enrichment/life and work skills Group work/collaboration Research skills Reading FT/ Business weekly articles set on MS TEAMS .</p> <p>Units (1&8) Content skills-</p> <ul style="list-style-type: none"> • Retaining Long term memory • Numeracy skills • Literacy skills • Application of context for assignment • Analysis • Knowledge/ real life case study analysis <p>Units (1) Pre assessment-</p> <ul style="list-style-type: none"> • First submission of learning aim E <p>Assessments:</p> <ul style="list-style-type: none"> • Final submission of learning aim E <p>Units (8) Pre assessment-</p> <ul style="list-style-type: none"> • First submission of learning aim A



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<p><u>Unit 8 Recruitment & Selection</u> <u>Coursework Unit</u> <u>Extended Cert & Diploma</u> <u>Learning aim B&C</u></p> <ul style="list-style-type: none"> o Job applications o Interview and skills o Interview questions o Interview feedback o Reviewing applications o Appraisals o SWOT & action plans <p><u>Unit 2 Developing a Marketing Campaign</u> <u>Exam Unit</u> <u>Extended Cert & Diploma</u></p> <ul style="list-style-type: none"> o The role of marketing o Marketing aims & objectives o Branding o Influences on marketing activities o Developing a marketing rationale o Purposes of researching o Market research methods and use o Importance of validity, reliability, cost o Quantitative & Qualitative data o Developing a marketing rationale o Product life cycle o Developing a marketing campaign o SWOT/PESTLE analysis o Promotional advertising o Distribution channels o The marketing mix o Marketing budget 	<p><u>Units (8&2)</u> Application of theories to the real world, through case studies Use of financial times & Business week.</p> <p><u>Units (8)</u> Answering case studies :</p> <ul style="list-style-type: none"> • Reflection of interviews <p>• <u>Units (2)</u> Answering case studies :</p> <ul style="list-style-type: none"> • Simply Nature • Evaluation of Market Research • Cupids Cakes <p><u>Units (8&2)</u> <u>Feedforward</u> <i>Evaluation of homework and classwork</i></p> <p><u>Enrichment/life and work skills</u> Group work/collaboration Research skills Reading FT/ Business weekly articles set on MS TEAMS .</p> <p><u>Units (8&2)</u> <u>Content skills-</u></p> <ul style="list-style-type: none"> • Retaining Long term memory • Numeracy skills • Literacy skills • Application of context for assignment • Analysis • Knowledge/ real life case study analysis <p><u>Units (8)</u> <u>Pre assessment-</u></p> <ul style="list-style-type: none"> • First submission of learning aim C&D <p><u>Assessments:</u></p> <ul style="list-style-type: none"> • Final submission of learning aim C&D <p><u>Units (2)</u></p>	<p><u>Unit 2 Developing a Marketing Campaign</u> <u>Exam Unit</u> <u>Extended Cert & Diploma</u></p> <ul style="list-style-type: none"> o The role of marketing o Marketing aims & objectives o Branding o Influences on marketing activities o Developing a marketing rationale o Purposes of researching o Market research methods and use o Importance of validity, reliability, cost o Quantitative & Qualitative data o Developing a marketing rationale o Product life cycle o Developing a marketing campaign o SWOT/PESTLE analysis o Promotional advertising o Distribution channels o The marketing mix o Marketing budget <p><u>Unit 3 Personal Business and Finance</u> <u>Exam Unit</u> <u>Extended Cert & Diploma</u></p> <ul style="list-style-type: none"> o The importance of managing finance o Functions & role of money o Different ways to pay o Influences on marketing activities o Different types of borrowing o Risks/rewards of investments o Types of insurance products o Features of financial institutions o Communicating with customers o Consumer protection with finance o The purpose of accounting o Types of income o Types of expenditure o Different sources of finance o Break even & cash flow forecasts o Profit & loss o Statements of comprehensive income 	<p><u>Units (2&3)</u> Application of theories to the real world, through case studies Use of financial times & Business week.</p> <p><u>Units (2)</u> Answering case studies :</p> <ul style="list-style-type: none"> • Simply Nature • Evaluation of Market Research • Cupids Cakes <p>• <u>Units (3)</u> Answering case studies :</p> <ul style="list-style-type: none"> • Which account • Insurance is big business • Colour wars • Carla’s Cycles • Celina’s cleaning services • Kenji Imports silk dresses • Cheltenham coffee <p><u>Units (2&3)</u> <u>Feedforward</u> <i>Evaluation of homework and classwork</i></p> <p><u>Enrichment/life and work skills</u> Group work/collaboration Research skills Reading FT/ Business weekly articles set on MS TEAMS .</p> <p><u>Units (2&3)</u> <u>Content skills-</u></p> <ul style="list-style-type: none"> • Retaining Long term memory • Numeracy skills • Literacy skills • Application of context for assignment • Analysis • Knowledge/ real life case study analysis <p><u>Units (2)</u> <u>Pre assessment-</u></p> <ul style="list-style-type: none"> • Practicing exam questions • Mini end of unit tests 	<p><u>Unit 1 Exploring Business</u> <u>Coursework Unit</u> <u>Extended Cert & Diploma</u> <u>Learning aim E</u></p> <ul style="list-style-type: none"> o The role of innovation & enterprise o Benefits & risks with innovation & enterprise o Branding o Smarter working o Ethnic trends o Improving reputation and recognition o Blue sky thinking <p><u>Unit 8 Recruitment & Selection</u> <u>Coursework Unit</u> <u>Extended Cert & Diploma</u> <u>Learning aim A</u></p> <ul style="list-style-type: none"> o The different ways of recruiting staff o Internal advertising/external advertising o Online recruitment methods o Recruitment and selection process o Ethnic trends o CV & application forms o Ethical & legal considerations o Recruitment activity leading to successful job offers o Recruitment & selection of individual performance o SWOT & action plan 	<p><u>Units (1&8)</u> Application of theories to the real world, through case studies Use of financial times & Business week.</p> <p><u>Units (1)</u> Answering case studies :</p> <ul style="list-style-type: none"> • The beauty in the skies <p>• <u>Units (8)</u> Answering case studies :</p> <ul style="list-style-type: none"> • Bartley Major • Debenhams • Birmingham City Council <p><u>Units (1&8)</u> <u>Feedforward</u> <i>Evaluation of homework and classwork</i></p> <p><u>Enrichment/life and work skills</u> Group work/collaboration Research skills Reading FT/ Business weekly articles set on MS TEAMS .</p> <p><u>Units (1&8)</u> <u>Content skills-</u></p> <ul style="list-style-type: none"> • Retaining Long term memory • Numeracy skills • Literacy skills • Application of context for assignment • Analysis • Knowledge/ real life case study analysis <p><u>Units (1)</u> <u>Pre assessment-</u></p> <ul style="list-style-type: none"> • Completion and up levelling coursework all units <p><u>Assessments:</u></p> <ul style="list-style-type: none"> • Completion and up levelling coursework all units



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<p>Unit 5 International Business <u>Coursework Unit</u> Diploma <u>Learning aim A&B</u></p> <p>o Types of business activity o Reasons for conducting business internationally o Choice of markets to operate o Financing of internationally business o Support for international business o Investigate the international economic environment in which businesses operate o International trading blocs o Barriers to international business o Effective business communications o Methods for protecting markets o Barriers to trade o Legal & regulatory systems</p>	<p>Units (5) Application of theories to the real world, through case studies Use of financial times & Business week.</p> <p>Units (5) Answering case studies :</p> <ul style="list-style-type: none"> British Chambers of Commerce Greater Cambridge/Greater Peterborough Local Enterprise Partnership Walmart Paypal Chewing gum in Singapore <p>Units (5) Feedforward <i>Evaluation of homework and classwork</i></p> <p>Enrichment/life and work skills Group work/collaboration Research skills Reading FT/ Business weekly articles set on MS TEAMS .</p> <p>Units (5) Content skills-</p> <ul style="list-style-type: none"> Retaining Long term memory Numeracy skills Literacy skills Application of context for assignment Analysis Knowledge/ real life case study analysis <p>Units (5) Pre assessment-</p> <ul style="list-style-type: none"> First submission of learning aim A&B <p>Assessments:</p> <ul style="list-style-type: none"> Final submission of learning aim A&B 	<p>Unit 5 International Business <u>Coursework Unit</u> Diploma <u>Learning aim C&D</u></p> <p>o External influences o SWOTi/5C's/Porters o Choice of markets to operate o International business support systems o Support for international business o International payment systems o International trading blocs o Cultural factors o Impact of cultural factors o Management styles</p>	<p>Units (5) Application of theories to the real world, through case studies Use of financial times & Business week.</p> <p>Units (5) Answering case studies :</p> <ul style="list-style-type: none"> Different legal systems around the world Fluffy toys limited Blockbuster UK EE Local culture meets fast food <p>Units (5) Feedforward <i>Evaluation of homework and classwork</i></p> <p>Enrichment/life and work skills Group work/collaboration Research skills Reading FT/ Business weekly articles set on MS TEAMS .</p> <p>Units (5) Content skills-</p> <ul style="list-style-type: none"> Retaining Long term memory Numeracy skills Literacy skills Application of context for assignment Analysis Knowledge/ real life case study analysis <p>Units (5) Pre assessment-</p> <ul style="list-style-type: none"> First submission of learning aim C&D <p>Assessments:</p> <ul style="list-style-type: none"> Final submission of learning aim C&D 	<p>Unit 5 International Business <u>Coursework Unit</u> Diploma <u>Learning aim E</u></p> <p>o Strategies for operating nationally o Reasons for a selected strategy o Re engineering products/services to meet demands o Resource considerations o Expertise & intellectual capital o Training costs for local labour o Organisational structure of international businesses</p> <p>Unit 4 Managing an event <u>Coursework Unit</u> Diploma <u>Learning aim A</u></p> <p>o The role of an event organiser o Legal requirements for consumer protection o Setting up organisational procedures o Planning skills o Skills auditing o Semantic and likert scales</p>	<p>Units (5&4) Application of theories to the real world, through case studies Use of financial times & Business week.</p> <p>Units (5) Answering case studies :</p> <ul style="list-style-type: none"> Papa John's Pizza <p>Units (8) Answering case studies :</p> <ul style="list-style-type: none"> Norfolk <p>Units (5&4) Feedforward <i>Evaluation of homework and classwork</i></p> <p>Enrichment/life and work skills Group work/collaboration Research skills Reading FT/ Business weekly articles set on MS TEAMS .</p> <p>Units (5&4) Content skills-</p> <ul style="list-style-type: none"> Retaining Long term memory Numeracy skills Literacy skills Application of context for assignment Analysis Knowledge/ real life case study analysis <p>Units (5) Pre assessment-</p> <ul style="list-style-type: none"> First submission of learning aim E <p>Assessments:</p> <ul style="list-style-type: none"> Final submission of learning aim E <p>Units (4) Pre assessment-</p> <ul style="list-style-type: none"> First submission of learning aim A



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<p>Unit 4 Managing an event <u>Coursework Unit</u> Diploma <u>Learning aim B&C</u></p> <ul style="list-style-type: none"> o Different types of events o Feasibility of the proposed event o Mind map ideas o Constraints o Social factors o Planning tools o Gantt charts o Critical path analysis o Budgets o Legal constraints o Methods of communication o Contingency planning 	<p>Units (4&6) Application of theories to the real world, through case studies Use of financial times & Business week.</p> <p>Units (4) Answering case studies :</p> <ul style="list-style-type: none"> • Winter Olympics • Aldeburgh Food Festival • Bank charges <p>Units (6) Answering case studies :</p> <ul style="list-style-type: none"> • About turn • The other way round • Making its Mark • Lettuce grown by robots • The Urbanists <p>Units (4&6) Feedforward <i>Evaluation of homework and classwork</i></p> <p>Enrichment/life and work skills Group work/collaboration Research skills Reading FT/ Business weekly articles set on MS TEAMS .</p> <p>Units (4&6) Content skills-</p> <ul style="list-style-type: none"> • Retaining Long term memory • Numeracy skills • Literacy skills • Application of context for assignment • Analysis • Knowledge/ real life case study analysis <p>Units (4) Pre assessment-</p> <ul style="list-style-type: none"> • First submission of learning aim B&C 	<p>Unit 4 Managing an event <u>Coursework Unit</u> Diploma <u>Learning aim D&E</u></p> <ul style="list-style-type: none"> o Management of the event o Marketing of the event o Customer service o Security and health and safety o Problem solving o Contingency planning o Health and safety issues o Evaluation of the event o Suggestion for improvement o Assessment of personal skills o Team working o Analysis of own skills 	<p>Units (4&14) Application of theories to the real world, through case studies Use of financial times & Business week.</p> <p>Units (4) Answering case studies :</p> <ul style="list-style-type: none"> • Flipside festival <p>Units (14) Answering case studies :</p> <ul style="list-style-type: none"> • Recruitment services • We are sailing • Keeping a breast of legislation <p>Units (4&14) Feedforward <i>Evaluation of homework and classwork</i></p> <p>Enrichment/life and work skills Group work/collaboration Research skills Reading FT/ Business weekly articles set on MS TEAMS .</p> <p>Units (4&14) Content skills-</p> <ul style="list-style-type: none"> • Retaining Long term memory • Numeracy skills • Literacy skills • Application of context for assignment • Analysis • Knowledge/ real life case study analysis <p>Units (4) Pre assessment-</p> <ul style="list-style-type: none"> • First submission of learning aim D&E 	<p>Unit 14 Investigating Customer Service <u>Coursework Unit</u> Diploma <u>Learning aim B&C</u></p> <ul style="list-style-type: none"> o Monitoring & evaluating customer service o Indicators of improved performance o Repeat business from loyal customers o Customer complaints o Customer service skills and behaviours o Communication skills o Dealing with customer service requests and complaints o Individual skills audit and development plan o Personal SWOT analysis plan 	<p>Units (14&6) Application of theories to the real world, through case studies Use of financial times & Business week.</p> <p>Units (14) Answering case studies :</p> <ul style="list-style-type: none"> • John Lewis • Healthcare provider • Vefone – call centre <p>Units (14&6) Feedforward <i>Evaluation of homework and classwork</i></p> <p>Enrichment/life and work skills Group work/collaboration Research skills Reading FT/ Business weekly articles set on MS TEAMS .</p> <p>Units (14&6) Content skills-</p> <ul style="list-style-type: none"> • Retaining Long term memory • Numeracy skills • Literacy skills • Application of context for assignment • Analysis • Knowledge/ real life case study analysis <p>Units (4) Pre assessment-</p> <ul style="list-style-type: none"> • First submission of learning aim D&E <p>Assessments:</p> <ul style="list-style-type: none"> • Final submission of learning aim D&E