Business BTEC Year 12 Curriculum Map

Unit 1	Unit 2	Unit 3	Unit 8
Topic: Exploring Business **Key Learning:** A1 Features of businesses A2 Stakeholders and their influence A3 Effective business communications B1 Structure and organisation B2 Aims and Objectives C1 External environment C2 Internal environment C3 Competitive environment C4 Situational analysis D1 Different market structure D2 relationship between demand, supply and price D3 pricing and output decisions E1 Role of innovation and enterprise E2 Benefits and risks associated with innovation and enterprise **Assessment: Coursework**	**Topic: Developing a Marketing Campaign** **Key Learning:** A1 Role of Marketing A2 Influences on marketing activity B1 Purpose of researching information to identify the needs and wants of customers B2 Market research methods and use B3 Developing the rationale C1 Marketing campaign activity C2 Marketing mix C3 The marketing campaign C4 Appropriateness of marketing campaign **Assessment: Controlled Assessment**	**Topic: Personal and Business Finance** **Key Learning:** A1 Functions and role of money A2 Different ways to pay A3 Current accounts A4 Managing personal finance B1 Features of financial institutions B2 Communicating with customers B3 Consumer protection in relation to personal finance B4 Information guidance and advice C1 Purpose of accounting C2 Types of income C3 Types of expenditure D1 Sources of finance including the advantages and disadvantages E1 Cash flow forecast E2 Break-even analysis F1 Statement of comprehensive income F2 Statement of financial position F3 Measuring profitability F4 Measuring liquidity F5 Measuring efficiency F6 Limitations of ratios **Assessment: E**	**Topic: Recruitment and Selection Process** **Key Learning:** A1 Recruitment of staff A2 Selection process A3 Ethical and legal considerations in the recruitment process B1 Job applications B2 Interviews and skills C1 Review and evaluation C2 SWOT analysis and action plan **Assessment: Coursework**

Business BTEC
Year 13 Curriculum Map

Woolwich Polytechnic
School for Boys

Unit 21	Unit 5	Unit 6	Unit 4
Topic: Unit 21: Training and Development **Key Learning:** A1 Training and development A2 Reasons for training A3 Identification of training needs B1 Types of training B2 Costs and benefits of training and development C1 Induction C2 Benefits of a good induction programme and costs of a poor induction C3 Developing an appropriate induction Programme **Assessment: Coursework**	**Topic: International Business** **Key Learning:** A1 International Business A2 Financing of international business A3 Support for international business B1 Globalisation B2 International trading blocks Barriers to international trade C1 External influences C2 International business support systems D1 Cultural factors D2 Impact of cultural factors E1 Strategies for operating internationally E2 Resource considerations **Assessment: Coursework**	**Topic: Principles of Management** **Key Learning:** A1 Definitions of management and leadership A2 Functions of management and leadership A3 Business Culture B1 Management and leadership styles B2 Management and leadership skills C1 Human resources C2 Human resource planning D1 Motivation in the workplace D2 techniques to meet skills requirements D3 Training and development D4 Performance appraisal E1 managing change F1 Quality standards F2 Developing a quality culture F3 The techniques and tool of quality management F4 The importance and benefits of quality management **Assessment: Controlled Assessment**	**Topic: Managing and Event** **Key Learning:** 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 B1 Different types of event, and the factors affecting success B2 Feasibility measures and critical success factors C1 Event planning and the use of planning tools C2 Factors to be considered, including budgets, resources and contingency planning D1 Management of the event D2 Problem solving E1 Evaluation of the event E2 Review of personal skills development in the running of the event **Assessment: Coursework**