



Curriculum Map

Subject: BTEC Business National Diploma

Year Group: 12

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Content	<p>Unit 1: Exploring Business (internally assessed)</p> <p>Key areas: Forms of organisation, public / private organisations. Stakeholder analysis.</p> <p>Keywords: Public and private organisations, limited and unlimited liability, stakeholder, communication.</p> <p>Learning Objective A - Understanding the key features of a business a) What are the different forms of organisation? b) What is the difference between a good and a service? c) What is the difference between a private and public sector business? d) What does business success look like? e) What is a stakeholder?</p>	<p>Unit 1: Exploring Business (internally assessed)</p> <p>Key areas: Organisational structures. Key functional areas. SMART objectives.</p> <p>Keywords: Organisational structures – tall flat, hierarchical, matrix</p> <p>Learning Objective B – Understanding the structure of an organisation a) What is an organisational structure? b) What are the key features of a tall, flat and matrix organisational structure? c) What are the key functions within an organisation? d) Which function in a business is the most important?</p>	<p>Unit 1: Exploring Business (internally assessed)</p> <p>Key areas: Analysis of the external environment – PESTLE analysis and similar analytical tools. Internal environment including culture.</p> <p>Keywords: PESTLE, SWOT, Porters 5 Forces and 5 C's.</p> <p>Learning Objective C – Understanding how the internal and external environment affects business a) What is the external environment? b) What does the acronym PESTLE stand for?</p>	<p>Unit 1: Exploring Business (internally assessed)</p> <p>Key areas: Spectrum of competition. Influences on demand and supply and price elasticity of demand.</p> <p>Keywords: Monopoly, Oligopoly, perfect and imperfect competition, price elastic and inelastic demand. Demand, supply and equilibrium.</p> <p>Learning Objective D – Understanding of different market structures and how they affect businesses</p>	<p>Unit 1: Exploring Business (internally assessed)</p> <p>Key areas: Innovation and enterprise. Benefits and risks of innovation and enterprise.</p> <p>Keywords: Innovation, enterprise, risks and drawbacks.</p> <p>Learning Objective E – Understanding of how innovation and enterprise has led to business success a) What is the difference between innovation and enterprise? b) What is the difference between innovation and invention?</p>	<p>Unit 19: Pitching a New Business Idea (internally assessed)</p> <p>Key areas: Internal and external factors considered when setting up a micro-business. Marketing, legal and financial considerations. Review viability and risks of chosen micro-business including risks.</p> <p>Keywords: Micro-business, business plan, viability, risks and high quality pitch</p> <p>Learning aim A: Explore potential ideas for a micro-business start-up A1 Exploration of ideas for a</p>

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	<p>f) Why is clear communication important in an organisation? g) Which stakeholders are likely to conflict with each other? h) How can the organisation communicate with their stakeholders?</p> <p>Unit 3 – Personal and Business Finance (externally assessed)</p> <p>Key areas: Personal and Business Finance</p> <p>Keywords: Income and expenditure</p> <p>Topic A: Understand the importance of managing personal finance • Functions and role of money • Different ways to pay • Current accounts • Managing personal finance Topic B: Explore the personal finance sector • Features of financial institutions •</p>	<p>e) What is a SMART objective? f) What are the benefits of having SMART objectives?</p> <p>Unit 3 – Personal and Business Finance (externally assessed)</p> <p>Key areas: Sources of business finance and break even analysis</p> <p>Keywords: Ratio analysis and liquidity</p> <p>Topic D: Select and evaluate sources of business finance • Sources of finance Topic E: Break-even and cash flow forecasts • Cash flow forecasts • Break-even analysis Topic F: Complete statements of comprehensive income and financial position and evaluate a business's performance • Statement of comprehensive</p>	<p>c) Why is it important to consider each element in the PESTLE model? d) How will the internal environment affect the business? e) How will competition affect a business?</p> <p>Unit 2 – Developing a Marketing Campaign externally assessed)</p> <p>Key areas: Aims and objectives. Market size, structure and market trends.</p> <p>Keywords: SMART objectives, market share and market worth. Trends including stage of the product life cycle. Diversification.</p>	<p>a) What are the key features of each market structure? b) How will the market structure affect pricing and output decisions? c) What is the relationship between demand, supply and price? d) What will influence demand and supply?</p> <p>Unit 2 – Developing a Marketing Campaign (externally assessed)</p> <p>Key areas: SMART marketing objectives. Research methods.</p> <p>Keywords: Mass market, niche market, primary and</p>	<p>c) What are the benefits of innovation? d) What are the potential drawbacks of innovation?</p> <p>Unit 2 – Developing a Marketing Campaign (externally assessed)</p> <p>Key areas: PESTLE, SWOT and extended marketing mix</p> <p>Keywords: Price, product, place, promotion, physical environment, process and people</p> <p>Unit 2 Learning Objective B – Using information to develop the rationale for a marketing campaign</p>	<p>micro-business start-up</p> <ul style="list-style-type: none"> Idea generation for new products, services and/or market for business opportunities. Decision matrix: generation of selection criteria and scoring for business opportunities. A2 Models for business opportunities Business activity: primary, secondary or tertiary sector of activity. Processes: manufacturing, outsourcing, sourcing, channels to market. Organisational form: structure, roles and responsibilities. A3 Factors to be considered

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	<p>Communicating with customers • Consumer protection in relation to personal finance • Information guidance and advice</p> <p>Topic C: Understand the purpose of accounting • Purpose of accounting • Types of income • Types of expenditure</p> <p>Topic D: Select and evaluate sources of business finance • Sources of finance</p> <p>Unit 5: International Business (internally assessed)</p> <p>Key areas: Finance and support available for contrasting businesses</p> <p>Key words: Importing, exporting, comparative advantage</p> <p>Learning aim A: Explore the international context for business operations A1 International</p>	<p>income • Statement of financial position Measuring profitability • Measuring liquidity • Measuring efficiency</p> <p>Unit 5: International Business (internally assessed)</p> <p>Key areas: Globalisation, trading blocs and barriers to operating internationally</p> <p>Key words: WTO, NAFTA, quotas, subsidies and sanctions</p> <p>Learning aim B: Investigate the international economic environment in which business operates B1 Globalisation • The main features of globalisation, e.g. trading blocs, international mobility of labour and capital, international currencies, multinational corporations, international business communications,</p>	<p>Mass and niche market. Branding and USP.</p> <p>Unit 2: Creation of a rationale Principles and purposes of marketing. Marketing Aims and objectives. Types of market. Market segmentation. Branding and USP.</p> <p>Unit 5: International Business (internally assessed)</p> <p>Key areas: PESTLE analysis on an international scale</p> <p>Key words: Political, economic, social, technological, legal and environmental factors</p>	<p>secondary research.</p> <p>Unit 2: Learning Objective A – Introduction to the principles of marketing that underpin the creation of a rationale for a marketing campaign</p> <p>Unit 2 LAA a) What is the role of marketing? b) What are key marketing objectives? c) What is the difference between a mass and a niche market? d) What is market segmentation? e) How can a brand be developed? f) What internal influences affect the marketing methods that are chosen? g) What external influences affect</p>	<p>Unit 2 LAB d) What is the difference between qualitative and quantitative data? e) What is the purpose of market research?</p> <p>Unit 2 Learning Objective C – Planning and developing a marketing campaign</p> <p>Unit 2 a) What is meant by SWOT analysis? b) What is meant by PESTLE analysis? c) What are the key pricing strategies a business may use? d) What different promotional activities may be used? e) What is the extended marketing mix? f) Give examples of different</p>	<p>when setting up a micro-business</p> <ul style="list-style-type: none"> • Capability and core competencies. • Time constraints. • Financial constraints. • Potential stakeholder influences. • Access to physical resources. • Availability of IT. • Environmental influences. • Internal risks. • External risks. <p>Learning aim B: Develop a business plan for a viable micro-business start-up B1 Market analysis and planning</p> <ul style="list-style-type: none"> • Target market definition. • Secondary and primary research. • Business environment:

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	<p>business • Types of business activity:</p> <ul style="list-style-type: none"> o exporting businesses o importing businesses o multinational enterprises o associated businesses, e.g. logistics and marketing. <p>• The reasons for conducting business internationally: growth, additional revenue streams, brand exploitation, access to new markets, diversification, increasing market share, market leadership, technological dominance, comparative advantage, economies of scale, fiscal benefits, preferential tax rates.</p> <p>• Choice of markets in which to operate, e.g. developed economies, emerging markets, less developed economies.</p> <p>• Factors influencing the choice of market, e.g. type of product, costs, size of</p>	<p>international payment systems. B2</p> <p>International trading blocs • World Trade Organization (WTO).</p> <ul style="list-style-type: none"> • 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 • The reasons for protectionism in international markets, e.g. to protect infant industries, to protect employment/local business.</p> <ul style="list-style-type: none"> • Methods for protecting markets, e.g. tariffs, customs duties, currency restrictions, quotas, subsidies, legal restrictions. • Barriers to trade, e.g. trade restrictions, exchange rate volatility, legal and regulatory systems, financial requirements, operating risks, economic sanctions. 	<p>Learning aim C: Investigate the external factors that influence international businesses C1</p> <p>External influences • Factors that influence international business: political, economic, social, technological, legal and regulatory, environmental and ethical factors.</p> <ul style="list-style-type: none"> • Impact of factors using situational analysis. C2 <p>International business support systems • The influence of the internet, e.g. speed and ease of communication, changes to business processes.</p> <ul style="list-style-type: none"> • International payment methods, e.g. cash in advance, 	<p>the marketing methods that are chosen?</p> <p>Unit 2 LAB</p> <ul style="list-style-type: none"> a) What is market research? b) What are the different methods of market research? c) What is the difference between validity and reliability? <p>Unit 5: International Business (internally assessed)</p> <p>Key areas: Cultural factors and international marketing strategies</p> <p>Key words: Religion, values and attitudes</p> <p>Learning aim D: Investigate the cultural factors that influence international</p>	<p>marketing messages. g)</p> <p>What factors will affect the marketing</p> <p>Unit 5: International Business (internally assessed)</p> <p>Key areas: International strategies and resource considerations</p> <p>Key words: Franchising, subcontracting, capital and revenue costs</p> <p>Learning aim E: Examine the strategic and operational approaches to developing international trade E1</p> <p>Strategies for operating internationally • Strategies for operating</p>	<p>Porter and PESTLE.</p> <ul style="list-style-type: none"> • Marketing mix. • Unique selling points (USPs). <p>B2 Legal aspects</p> <ul style="list-style-type: none"> • Business legal form and liability insurance. • Consumer protection legislation. • Employment legislation. • Health and safety legislation. • Data protection legislation. • Environmental protection legislation. <p>B3 Financial aspects</p> <ul style="list-style-type: none"> • Pricing policy. • Sales forecasts. • Projected costs: set-up, fixed and variable costs. • Break-even forecast. • Cash flow forecast. • Forecast opening and closing

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	<p>market. A2 Financing of international business • Methods used to finance international trade, e.g. prepayment by the importer, letters of credit, export credits, bank loans. A3 Support for international business • Agencies that support international business, e.g. UK Export Finance, UK Trade and Investment, Chambers of Commerce, regional advisory organisations. • Types of support provided, e.g. UK Export Finance Advisors, trade fairs, identifying international partners, grants for international promotions.</p>		<p>letters of credit, open account, consignment, international credit cards, international bank transfers, commercial payment systems.</p>	<p>businesses D1 Cultural factors • Cultural factors, e.g. language, ethnic make-up of populations, social structures, religion, values, attitudes to business, attitudes to work, openness to change. D2 Impact of cultural factors • The impact of cultural factors on international business, e.g. contract negotiations, composition of the workforce, management style and its impact on the workforce and organisational culture, marketing strategies/brand names and advertising.</p>	<p>internationally, e.g. subsidiary businesses, joint ventures, partnerships, agencies, licensing, franchising, sub-contracting and outsourcing. • Reasons for using selected strategy, e.g. the speed of establishing operations, access to local business knowledge and expertise, cost control, risk control. • Re-engineering products and services to meet the demands and preferences of international markets, e.g. manufacturing vehicles for export with left-hand drives. E2 Resource considerations • Capital costs. • Revenue costs. •</p>	<p>statement of financial position, capital structure to show investment necessary from potential investors. • Forecast income statement for trading period. B4 Evaluation • Marketing mix SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. • Financial forecasts, including liquidity analysis, profitability analysis, sensitivity analysis. Learning aim C: Carry out a pitch for funding for the chosen micro-business C1 Documents and materials for pitch to audience • Appropriate documents and</p>

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					<p>Expertise and intellectual capital, which can be local and/or provided by the incoming business.</p> <ul style="list-style-type: none"> • Training costs for local labour. • Organisational structure of international business 	<p>materials that are detailed, appropriate, and relate to individual business proposal.</p> <ul style="list-style-type: none"> • Documentation to support funding investment. • Evidence of exploration of potential questions and answers from potential investors, including risk, expectations for return, share ownership and voting rights, percentage of shareholding and control. <p>C2 Professional presentation skills demonstrated in the pitch</p> <ul style="list-style-type: none"> • Presentation, behaviour and conduct of presenter, e.g. attire, attitude, business-like skills,

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						<p>suitable for audience, well prepared.</p> <ul style="list-style-type: none"> • Negotiation and communication skills. <p>C3 Review and evaluation of the pitch</p> <ul style="list-style-type: none"> • Receive feedback on the business content of the pitch, analyse feedback and make amendments accordingly.
Skills	Research, analysis, evaluation and numeracy skills. Referencing skills required for coursework.	Research, analysis, evaluation and numeracy skills. Referencing skills required for coursework.	Research, analysis, evaluation and numeracy skills. Referencing skills required for coursework.	Research, analysis, evaluation and numeracy skills. Referencing skills required for coursework.	Research, analysis, evaluation and numeracy skills. Referencing skills required for coursework.	Research, analysis, evaluation and numeracy skills. Referencing skills required for coursework.
Key questions	To evaluate and reach a judgement on the key features within two organisations and suggest improvements for both that will lead to their success.	To evaluate the structures in each organisation and explain how and why they are different, and to consider how and why their aims and objectives might be different.	To analyse how the internal and external environment is likely to affect businesses and evaluate methods or strategies that could be used to	To analyse how the market structure is likely to affect the prices charged and the output produced by a business, and how this is likely to affect the	To analyse the strategies that businesses have used to innovate and look at how this has led to success.	To research and consider a viable micro- business given the current environmental climate.

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			reduce the impact.	success of the business.		
Assessment	<p>Unit 1: Assessment will take place in the form of a fully referenced written report.</p> <p>Unit 3: Two-hour exam will be sat in the summer of Year 12 with the possibility of a resit in Year 13. A calculator is allowed but ratios are not given.</p> <p>Unit 5: Assessment will take place in the form of a fully referenced written report.</p>		<p>Unit 1: Assessment will take place in the form of a fully referenced written report.</p> <p>Unit 2: 3 hour controlled assessment to be sat in summer of Year 12</p> <p>Unit 5: Assessment will take place in the form of a fully referenced written report.</p>			<p>Unit 19: Assessment will take place in the form of a fully referenced written report.</p>
Literacy/ Numeracy/ SMSC/ Character	<p>Literacy: building arguments using business terminology, developing analytical and evaluative paragraphs using data and contextual evidence from case studies.</p> <p>Numeracy: Interpreting numerical data and graphs in order to make decisions around business performance –</p> <p>SMSC: students explore the rationale behind decisions made by businesses with regards to marketing and customer service. Through this, students are given the chance to reflect on how the actions of business affect society socially, morally, and culturally.</p> <p>Character: students build character through being put through realistic business scenarios that test their ability to take the initiative and be confident in displaying their creativity and aspirations. Business scenarios will also help them consider differing views, which help them, develop tolerance, integrity and resilience. The actions of business affect society socially, morally, and culturally.</p>					