



Curriculum Map

Subject: BTEC Business National Extended Certificate

Year Group: 12

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Content	<p>Topic: 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>Unit 1 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? f) Why is clear communication</p>	<p>Topic: 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 and</p> <p>Unit 1 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>Topic: 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>Unit 1 Learning Objective C – Understanding how the internal and external environment affects business a) What is the external environment?</p>	<p>Topic: 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>Unit 1 Learning Objective D – Understanding of different market structures and</p>	<p>Topic: 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>Unit 1 – 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</p>	<p>Unit 2: Developing a Marketing Campaign (external assessment preparation)</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. Mass and niche market. Branding and USP.</p> <p>Unit 2: Developing a Marketing</p>

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	<p>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>Topic A: Understand the importance of managing personal finance • Functions and role of money • Different ways to pay • Current accounts • Managing personal finance</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>Topic B: Explore the personal finance sector • Features of financial institutions • Communicating with customers • Consumer protection in relation to personal finance • Information guidance and advice</p>	<p>b) What does the acronym PESTLE stand for? 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 3 – Personal and Business Finance (externally assessed)</p> <p>Topic C: Understand the purpose of accounting • Purpose of accounting • Types of income • Types of expenditure Topic D: Select and evaluate sources of business finance</p>	<p>how they affect businesses 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 3 – Personal and Business Finance (externally assessed)</p> <p>Topic D: Select and evaluate sources of business finance • Sources of finance Topic E: Break-even and cash flow forecasts • Cash flow</p>	<p>innovation and invention? c) What are the benefits of innovation? d) What are the potential drawbacks of innovation?</p> <p>Unit 3 – Personal and Business Finance (externally assessed)</p> <p>Topic F: Complete statements of comprehensive income and financial position and evaluate a business's performance • Statement of comprehensive income • Statement of financial position Measuring profitability • Measuring liquidity • Measuring efficiency</p>	<p>Campaign Creation of a rationale Principles and purposes of marketing. Marketing Aims and objectives. Types of market. Market segmentation. Branding and USP.</p>

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
			<ul style="list-style-type: none"> Sources of finance 	forecasts • Break-even analysis		
Skills	Unit 1: Exploring Business To be able to research extensively into an organisation and then analyse and evaluate the strategies that they have used, suggesting potential improvements that could be made. To compare how brands are developed in a business and to look at the key influences on the methods of marketing that are chosen.	Unit 1: Exploring Business To research into two contrasting organisations and compare them in terms of their structure and aims and objectives, being able to analyse the impact that they will have on the business. To use researching skills to investigate and use this information to develop a marketing campaign.	Unit 1: Exploring Business To research fully and widely into the internal and external factors likely to have affected certain industries and businesses over time.	Unit 1: Exploring Business To research fully into market structures in a particular industry and explain how businesses are likely to be affected by changes in the market that affect demand and supply.	Unit 1: Exploring Business To research into how a business has innovated over time and the impact that it has had on their success in the market.	Unit 2: Developing a Marketing Campaign To be able to research various marketing SMART objectives and link to current environment using situational analysis
Key questions	Unit 1: To evaluate and reach a judgement on the key features within two organisations and suggest improvements for both that will lead to their success.	Unit 1: 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.	Unit 1: To analyse how the internal and external environment is likely to affect businesses and evaluate methods or strategies that could be used to reduce the impact.	Unit 1: 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 success of the business.	Unit 1: To analyse the strategies that businesses have used to innovate and look at how this has led to success.	Unit 2: Why is branding so important to a business and why may a business need a distinct USP or USP's to succeed within their market?
Assessment	Unit 1: Assessment will take place in the form of a fully referenced written report. 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.					Unit 2: Controlled Assessment in

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						January of Year 13
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>					