

**BTEC Business:**

**Year 12**

Subject and Year Group	Autumn 1 Year 12	Autumn 2 Year 12	Spring 1 Year 12	Spring 2 Year 12	Summer 1 Year 12	Summer 2 Year 12
<b>Topic/Unit to be studied</b>	<b>Unit 1 Exploring Business*</b>		<b>Unit 2 Developing a Marketing Campaign (Exam May 2020)</b>		<b>Unit 2 Developing a Marketing Campaign (Exam May 2020)</b>	
<b>Core Knowledge and skills</b>	<p>Coursework unit that covers the following Learning Aims:</p> <p>Learning aim A: Explore the features of different businesses and what makes them successful</p> <p>Learning aim B: Investigate how businesses are organised</p> <p>Learning aim C: Examine the environment in which businesses operate</p> <p>Learning aim D: Examine business markets</p> <p>Features of businesses</p>		<p>The role of marketing</p> <p>Influences on marketing activity</p> <p>Purpose of researching information to identify the needs and wants of customers</p> <p>Market research methods and use</p> <p>Developing the rationale</p> <p>Marketing campaign activity</p> <p>Marketing mix</p> <p>The marketing campaign</p> <p>Appropriateness of marketing campaign</p>			

	<p>Stakeholders and their influences</p> <p>Effective business communications</p> <p>Structure and organisation</p> <p>Aims and objectives</p> <p>External environment</p> <p>Internal environment</p> <p>Situational analysis</p> <p>Different market structures</p> <p>Relationship between demand, supply and price</p> <p>Pricing and output decisions</p> <p>Role of innovation and enterprise</p> <p>Benefits and risks associated with innovation and enterprise</p>	
<p><b>Assessment</b></p>	<p>Unit 1 is a coursework unit so assessment is continuous via Teams. See separate Level 3 BTEC Assessment Plan for details</p> <p><b>Summative:</b> Learning Aim A and Learning Aim B assessed by October half (end of Autumn 1 Year 12)</p>	<p><b>Summative:</b> Mock Exam Prior to Easter (end of Spring 2 Year 12)</p> <p>Unit 2 is an external examination in April (Summer 1 Year 12)</p> <p>*Unit 1 Exploring Business Learning Aim E revisited after Unit 2 Exam completion, LAE will be assessed by Summer (end of Summer 2 Year 12). Including Internal Verification of standards (IV) of LAE (Learning aim E: Investigate the role and contribution of innovation and enterprise to business success)</p>

	<p>Learning Aim C and Learning Aim D assessed by Christmas (ed of Autumn 2 Year 2)</p> <p>*Learning Aim E revisited after Unit 2 Exam completion, LAE will be assessed by Summer (end of Summer 2 Year 12)</p> <p>Internal Verification of standards (IV) after the completion of each Learning Aim)</p>	
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