

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

	<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>	
<b>Assessment</b>	<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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