



Business Studies BTEC: Curriculum Overview Year 12

<https://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html>

Term	Topic studied	What will I learn?	How will I be assessed?	Wider reading:
Year 12 Autumn Teacher 1	Unit 3: Personal & Business Finance	<p><u>Personal Finance</u></p> <p>Topic A: Understand the importance of managing personal finance</p> <ul style="list-style-type: none"> • Function, role & features of money • Personal account types, features & purpose • Variety, features & functions of products from the personal financial sector eg Mortgages, Isa's • Car insurance, features and determinants of costs <p>Topic B: Explore the personal finance sector</p> <ul style="list-style-type: none"> • Role, function, features and purpose of the different types of UK Financial institutions incl The Bank of England • Objectives of different financial Institutions • How Financial Institutions communicate to their customers • Consumer Financial Protection <p><u>Business Finance</u></p> <p>Topic E: Break-even and cash flow forecasts</p> <ul style="list-style-type: none"> • Create, Interpret & amend cash flow statements • Explain consequence & solutions to poor cash flow • Fixed & variable costs • Purpose & limitations of Break-even • Calculate and draw breakeven. • Importance of contribution & margin of safety. • Problem solve solutions, based on case studies 	<p>Mock December – Formal assessment.</p> <p><u>Unit 3</u> assessment Jan - Exam</p> <p>Students will be expected to undertake research, present data and interpret findings, verbally and written.</p> <p>Knowledge tests will also feature as will interpretations and recommendations based on case study work</p> <p>Please be aware that student's customer service skills will be assessed during this time period as part of U14. These are likely to be tested at open evenings.</p>	<p>TextBook</p> <p>Independent research at banks/Building Societies/supermarkets</p> <p>Financial Institutions Websites</p> <p>www.bankofengland.co.uk/education</p> <p>www.fca.org.uk/consumers</p> <p>www.Tutor2u/Business/</p> <p>www.s-cool.co.uk</p> <p>www.telegraph.co.uk/finance/personalfinance/</p> <p>www.thisismoney.co.uk</p> <p>Financial Ombudsman</p> <p>Citizens Advice Bureau</p>

<p>Year 12 Autumn</p> <p>Teacher 2</p>	<p>Unit 3: Personal & Business Finance</p>	<p><u>Business Finance</u></p> <p>Topic C: Understand the purpose of Accountancy</p> <ul style="list-style-type: none"> • Purpose and role of Financial accounting • Debits, Credits & basic double entry book-keeping • Capital & Revenue Items • Depreciation, purpose & calculations. (straight line & reducing balance) <p>Topic D: Select and evaluate different sources of business finance</p> <ul style="list-style-type: none"> • Features, advantages & disadvantages of each • Distinguish between short & long term finance • Problem solve solutions, based on case studies <p>Topic F: - Complete statements of comprehensive income and financial position and evaluate a business's performance</p> <ul style="list-style-type: none"> • Create and understand a Statement of Comprehensive Income • Create & understand a Statement of Financial Position • Impact of accrual, prepayments & depreciation on accounts • Perform analysis using Financial ratio's • Problem solve solutions, based on case studies 	<p>Mock December – Formal assessment.</p> <p><u>Unit 3 assessment Jan - exam</u></p> <p>Students will be expected to undertake research, present data and interpret findings, verbally and written.</p> <p>Knowledge tests will also feature as will interpretations and recommendations based on case study work</p> <p>Please be aware that student's customer service skills will be assessed during this time period as part of U14. These are likely to be tested at open evenings.</p>	<p>TextBook</p> <p>Independent research at banks</p> <p>Financial Institutions Websites</p> <p>www.bankofengland.co.uk/education</p> <p>www.fca.org.uk/consumers</p> <p>www.Tutor2u/Business/</p> <p>www.s-cool.co.uk</p> <p>www.telegraph.co.uk/finance/personalfinance/</p> <p>www.thisismoney.co.uk</p> <p>Youtube: Bee Business Bee</p>
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<p>Year 12 Autumn</p> <p>Teacher 3</p>	<p>Unit 14: Customer Service</p>	<p>A: How Customer Service Contributes to Business Success</p> <ul style="list-style-type: none"> • Benefits of Customer Service • Costs of Poor Customer Service • Procedures & codes of practice that companies issue • Range and type of customer service provision by firms • Internal V external customers • Legislation and consequence of non- compliance <p>B: Investigate Methods used to Improve Customer Service</p> <ul style="list-style-type: none"> • Investigate range of monitoring tools available to businesses • Suitability, advantages & disadvantages of each • Customer Profiling – methodology, advantages & disadvantages • Business benefits of getting it right for 'customer, employee & business' 	<p><u>Unit 14</u> This unit is assessed internally by 2 assignments. Both will be externally verified.</p> <p>Assignment 1 will cover A&B – Oct/Nov</p> <p>Assignment 2 will cover Demonstrating and evaluating customer skills. – Nov/Dec</p> <p>Much of the material for this assessment will have been collected at different events throughout the term. This will enable students to use data/experience from a range of different real business scenarios.</p>	<p>Textbook</p> <p>www.ezinearticles.com</p> <p>www.instituteofcustomerservice.com</p> <p>www.marketingdonut.co.uk</p> <p>www.businesscasestudies.co.uk</p>
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		C: Demonstrate customer service in different situations, using appropriate behaviours to meet expectations <ul style="list-style-type: none"> • <i>Customer service skills and behaviours</i> • <i>Dealing with customer service requests and complaints</i> <i>Individual skills audit and development plan</i>		
Year 12 Autumn Teacher 4	Unit 1: Investigating Businesses	A Explore the features of different businesses and analyse what makes them successful <ul style="list-style-type: none"> • <i>Features of businesses</i> • <i>Stakeholders and their influence</i> • <i>Effective business communications</i> B: Investigate how businesses are organised <ul style="list-style-type: none"> • <i>Structure and organisation</i> • <i>Aims and objectives</i> C: Examine the environment in which businesses operate <ul style="list-style-type: none"> • <i>External environment</i> • <i>Internal environment</i> • <i>Competitive environment</i> • <i>Situational analysis</i> 	<p><u>Unit 1</u> is assessed internally by 3 assignments. They will be externally verified.</p> <p>Assignment 1 will cover A&B – Oct/Nov</p> <p>Assignment 2 will cover C&D – Feb/Mar</p> <p>Assignment 3 will cover E – Summer term</p> <p>Topic questions/case study questions/Essays/presentations. /quality of research undertaken and End of Topic Assessments.</p>	Textbook www.ted.com www.bbc.co.uk/news/business/economy Tutor2u/business

<p>Year 12 Spring</p> <p>Teacher 1</p>	<p>Unit 2: Developing a Marketing Campaign</p>	<p>A: Principles & Purposes of Marketing</p> <ul style="list-style-type: none"> Principles & purposes Fit with Corporate Objectives Customer needs & wants Segmentation Case study analysis to determine successful marketing campaign <p>B: Develop the rationale for a Marketing Campaign</p> <ul style="list-style-type: none"> Data collection & interpretation to determine trends Primary & secondary market research Internal & external data analysis – validation/credibility of data SWOT/Pestle analysis Product Life Cycle Case study analysis to determine rationale and success of marketing campaign <p>C: Plan and develop a marketing Campaign</p> <ul style="list-style-type: none"> Practically research key markets and plan campaigns for various target audiences Practice evaluation & limitation of campaigns Research marketing campaigns and target audiences Mass V Niche markets 	<p>Mock March</p> <p>Unit assessment May/June - External Exam</p> <p>Students will be expected to undertake research, present data and interpret findings, verbally and written.</p> <p>Knowledge tests will also feature as will interpretations and recommendations based on case study work</p>	<p>Textbook k Tutor2u</p> <p>www.cim.co.uk/files/7ps.pdf</p> <p>www.cimmarketingexpert.co.uk</p> <p>http://businesscasestudies.co.uk/case-studies/by-topic/#axzz3kX9I2e2m</p> <p>Youtube: Marketing disasters, Euan Davis</p>
<p>Year 12 Spring</p> <p>Teacher 2</p>	<p>Unit 9: Team Building in a Business</p>	<p>A: Examine the benefits of teams in a business setting</p> <ul style="list-style-type: none"> Teams v groups Types of teams Benefits of teams <p>B: Investigate techniques and theories used for the development of an effective business team</p> <ul style="list-style-type: none"> Reasons for success/failure of teams Belbin & Tuckman theories Dealing with conflict with teams (Bell & Hart) 	<p>Unit 9 is assessed internally by 2 assignments. Both will be externally verified.</p> <p>Assignment 1 will cover A&B - Feb</p> <p>Assignment 2 will cover C – Summer term</p> <p>Topic questions/case study questions/Essays/presentations./quality of research undertaken.</p>	<p>Textbook</p> <p>www.belbin.com www.belbin.info www.businessballs.com www.businesscasestudies.co.uk www.mindtools.com www.teamtechnology.co.uk/teambuilding.html www.tutor2U.com</p>
<p>Year 12 Spring</p> <p>Teacher 3</p>	<p>Unit 4: Managing a Business Event</p>	<p>A: Explore the role of an event organiser</p> <ul style="list-style-type: none"> Different tasks needed to be completed by an event organiser Different skills needed by an effective event organiser Common formats for skills audit collection <p>B: Investigate the feasibility of a proposed event</p> <ul style="list-style-type: none"> Different types of event, and the factors affecting success Feasibility measures and critical success factors 	<p>Unit 4 is assessed internally by 3 assignments. They will be externally verified.</p> <p>Assignment 1 will cover A– Begin-mid Apr</p> <p>Assignment 2 will cover B&C – Mid May</p> <p>Assignment 3 will cover D& E –July (end Summer term), this will include the planning, participation & review of a business event hosted by the students. Students will be expected to undertake research, present data and interpret findings, verbally and written.</p>	<p>Textbook Ted talks</p>

Year 12 Spring Teacher 4	Unit 1: Investigating Businesses containing ...	<p>D: Examine business markets</p> <ul style="list-style-type: none"> • <i>Different market structures</i> • <i>Relationship between demand, supply and price</i> • <i>Pricing and output decisions</i> <p>E: Investigate the role and contribution of innovation and enterprise to business success</p> <ul style="list-style-type: none"> • <i>Role of innovation and enterprise</i> • <i>Benefits and risks associated with innovation</i> <p>This topic will be taught during this term, but assessment is likely to be start of summer term</p>		<p>Textbook</p> <p>www.ted.com</p> <p>www.bbc.co.uk/news/business/economy</p> <p>Tutor2u/business</p>
Year 12 Summer Teacher 1	Unit 8: Recruitment & Selection	<p>A: Examine how effective recruitment and selection contribute to business success</p> <ul style="list-style-type: none"> • <i>Recruitment of staff</i> • <i>Selection process</i> • <i>Ethical and legal considerations in the recruitment process</i> <p>B: Undertake a recruitment activity to demonstrate the processes leading to a successful job offer</p> <ul style="list-style-type: none"> • <i>Job applications</i> • <i>Interviews and skills</i> <p>C: Reflect on the recruitment and selection process and your individual performance</p> <ul style="list-style-type: none"> • <i>Review and evaluation</i> • <i>SWOT analysis and action plan</i> 	<p>Unit 8 is assessed internally by 2 assignments. Both will be externally verified.</p> <p>Assignment 1 will cover A&B – Begin Sept</p> <p>Assignment 2 will cover C – end June</p> <p>Students will be expected to undertake research, present data and interpret findings, verbally and written, as well as practically take part in role plays. Deliver & receive feedback.</p>	<p>Text Book</p> <p>www.acas.org.uk</p> <p>www.cipd.co.uk</p> <p>www.gov.uk/browse/employing-people</p> <p>Recruitment websites provide a wealth of general information on CV's, interview tips etc</p>

Year 12 Summer Teacher 2	Unit 9: Team Building in a Business cont.	C: Develop effective team skills through practical activities <ul style="list-style-type: none"> Participation in activities that include school & Six form open evenings will be mandatory as well as other events, to ensure practical experience & reflection 		Textbook www.belbin.com www.belbin.info www.businessballs.com www.businesscasestudies.co.uk www.mindtools.com www.teamtechnology.co.uk/teambuilding.html www.tutor2U.com
Year 12 Summer Teacher 3	Unit 4: Managing a Business Event cont.	C: Develop a detailed plan for a business or social enterprise event <ul style="list-style-type: none"> Event planning and the use of planning tools Factors to be considered, including budgets, resources and contingency planning D: Stage and manage a business or social enterprise event <ul style="list-style-type: none"> Management of the event Problem solving E: Reflect on the running of the event and evaluate own skills development <ul style="list-style-type: none"> Evaluation of the event Review of personal skills development in the running of the event 		Textbook Ted talks