



12 BTEC Level 3 in Business Curriculum

 Holly Lodge 11-19 Science College						
Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Focus	Exploring Business (U1) Developing a Marketing Campaign (U2)	Exploring Business (U1) Developing a Marketing Campaign (U2)	Exploring Business (U1) Developing a Marketing Campaign (U2)	Exploring Business (U1) Developing a Marketing Campaign (U2)	Personal And Business Finance (U3)	Personal And Business Finance (U3)
Key Tasks	<ul style="list-style-type: none"> Explore features of different businesses Business investigation & organisation Role of marketing Influences on marketing 	<ul style="list-style-type: none"> Business environment/s Researching information to identifying needs and wants for customers Research for U1 & U2 	<ul style="list-style-type: none"> Business environment/s Business markets Market research methods and use Developing a rationale Marketing campaign activity 	<ul style="list-style-type: none"> Investigate the role and contribution of innovation and enterprise to business success Marketing mix Marketing campaign 	<ul style="list-style-type: none"> Understand the importance of managing personal finance Explore the personal finance sector 	<ul style="list-style-type: none"> Understand purpose of accounting Select and evaluate different sources of business finance
Assessment	Assignment 1, Learning Aims A & B (U1) Topic A Revision / Test (U2)	Assignment 1, Learning Aims C & D (U1) Topic A Revision / Test Research for Marketing Campaign – Topic A (U2)	Assignment 1, Learning Aims C & D (U1) Topic B Revision / Test (U2) MOCKS	Assignment 1, Learning Aim E (U1) Topic B/C Revision / Test Research for Marketing Campaign – Topic B/C (U2)	Preparation For External Examination – Jan 2018 Test/s (Mock) based on sample paper	Preparation For External Examination – Jan 2018 Test/s (Mock) based on sample paper


For Unit 1 – Feedback is limited through Assessment. Allowance comes through a 15-day window of opportunity to improve and resubmit for higher criteria. ***Internally Assessed***

For Unit 2 – This will be a culmination of research data gathered for Controlled Assessment taken during May 2017 (TBC). ***Externally Assessed***

YEAR 12 A Level Business Curriculum


 Holly Lodge 11-19 Science College						
Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Focus	Business Opportunities and Functions (Component 1)	Business Opportunities and Functions (Component 1)	Business Opportunities and Functions (Component 1)	Business Opportunities and Functions (Component 1)	Business Opportunities and Functions (Component 1)	Business Opportunities and Functions (Component 1) / Business Analysis & Strategy (Component 2)
Key Tasks	Teacher 1 - Enterprise - Business Plans Teacher 2 Work of the Marketing Department	Teacher 1 - Markets - Market Research Teacher 2 Work of the Finance Department	Teacher 1 - Business Finance - Business Revenue & Costs Teacher 2 Work of the Operations Management Department	Teacher 1 - Business Finance - Business Revenue & Costs Teacher 2 Work of the Operations Management Department	Teacher 1 and 2 Revision of Business Opportunities and Functions (Component 1)	Teacher 1 and 2 Revision of Business Opportunities and Functions (Component 1) Introduction to Business Analysis & Strategy (Component 2)
Assessment	Transition Activity	Exam Past Paper Questions	Business Opportunities and Functions Mock Exam	Exam Past Paper Questions	Exam Past Paper Questions	Business Opportunities and Functions Mock Exam

YEAR 13 A2 LEVEL BUSINESS STUDIES CURRICULUM

 Holly Lodge 11-19 Science College						
Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Focus	Strategies for Success (Unit 3)	Strategies for Success (Unit 3)	Business Environment & Managing Change (Unit 4)	Business Environment & Managing Change (Unit 4)	Strategies for Success (Unit 3) & Business Environment & Managing Change (Unit 4)	Strategies for Success (Unit 3) & Business Environment & Managing Change (Unit 4)
Key Tasks	<p>Teacher 1</p> <ul style="list-style-type: none"> Functional Objectives and Strategies Understanding Marketing Objectives Analysing Markets and Marketing Selecting Marketing Strategies Developing and Implementing Marketing Plans <p>Teacher 2</p> <ul style="list-style-type: none"> Understanding Financial Objectives Using Financial Data to Measure and Assess Performance Interpreting Published 	<p>Teacher 1</p> <ul style="list-style-type: none"> Understanding HR Objectives and Strategies Developing and Implementing Workforce Plans Competitive Organisational Structures Effective Employer/Employee Relations <p>-</p> <p>Teacher 2</p> <ul style="list-style-type: none"> Making Investment Decisions Understanding Operational Objectives Scale and Resource Mix Innovation <ul style="list-style-type: none"> Location Lean Production 	<p>Teacher 1</p> <ul style="list-style-type: none"> Understanding Missions, Aims and Objectives The Relationship Between Business and Social Environment The Relationship Between Business and Technological Environment The relationship between businesses and the competitive environment <p>Teacher 2</p> <ul style="list-style-type: none"> The relationship between businesses and the economic environment The relationship between businesses and the 	<p>Teacher 1</p> <ul style="list-style-type: none"> Internal Causes of Change Planning for Change Key Influences on the Change Process: Leadership Making Strategic Decisions <p>Teacher 2</p> <ul style="list-style-type: none"> Key influences on the change process: culture Implementing and Managing Change Supported Learning for Pre-Released Theme 	<p>Teacher 1 and 2</p> <ul style="list-style-type: none"> Revision of Strategies for Success (Unit 3) Revision of Business Environment & Managing Change (Unit 4) 	<p>Teacher 1 and 2</p> <ul style="list-style-type: none"> Revision of Strategies for Success (Unit 3) Revision of Business Environment & Managing Change (Unit 4)

	Accounts • Selecting Financial Strategies		political and legal environment			
Assessment	Exam Past Paper Questions	Exam Past Paper Questions	Strategies for Success (Unit 3) Mock Exam & Exam Past Paper Questions	Exam Past Paper Questions	Strategies for Success (Unit 3) & Business Environment & Managing Change (Unit 4) Mock Exams	Strategies for Success (Unit 3) and Business Environment & Managing Change (Unit 4) Exams

YEAR 13 BTEC BUSINESS CURRICULUM

						
Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Focus	Induction/Marketing UNIT 3	Planning/Research/ Marketing Mix UNIT 3	Marketing/Decisions UNIT 10	Research/Interpretation UNIT 10	Recruitment Planning Regulatory Framework/s UNIT 13	Recruitment Process Interview UNIT 13
Key Tasks	<ul style="list-style-type: none"> • Role of Marketing • Aims/Objectives • Techniques • Limitations and Constraints • Research & Planning 	<ul style="list-style-type: none"> • Research & Planning • Customers/Consumer Markets • Market Segmentation • Marketing Mix 	<ul style="list-style-type: none"> • Research & Decisions • Plans • Primary/Secondary • Qualitative/Quantitative • Strategies/Activities • Stages • Research Objectives 	<ul style="list-style-type: none"> • Census vs. Sample • Questionnaire Survey • Statistical Procedures • Analysis • Limitations 	<ul style="list-style-type: none"> • Recruitment Planning • Recruitment Advertising • UK/EU Legislation • Ethical Issues 	<ul style="list-style-type: none"> • Job Descriptions • Person Specification • Application Documentation • Pre-Interview • Interview • Post Interview
Assessment	Marketing Techniques Limitations & Constraints Marketing Research Assignments 1, 2 & 3	Research & Planning Marketing Mix Assignments 4 & 5	Setting the Scene Marketing a Product Assignments 1 & 2	Product Research and Analysis Research & Planning Assignments 3 & 4	Recruitment Selection & Training Assignments 1 & 2	Selection Interviews Assignments 3 & 4