


# Year 12 Pearson BTEC Business Curriculum



**Holly Lodge High School**  
College of Science

Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Focus</b>	Induction/Exploring Business UNIT 1 (coursework)	Exploring Business UNIT 1	Induction/Developing a Marketing Campaign UNIT 2 (Controlled Assessment)	Developing a Marketing Campaign UNIT 2	Induction/Personal and Business Finance UNIT 3 (Exam)	Personal and Business Finance UNIT 3
<b>Key Tasks</b>	<ul style="list-style-type: none"> <li>Business Features</li> <li>Stakeholders</li> <li>Aims &amp; Objectives</li> <li>Competitive Environment (Int/Ext)</li> <li>Situational Analysis</li> </ul>	<ul style="list-style-type: none"> <li>Market Structures</li> <li>Supply &amp; Demand</li> <li>Innovation and Enterprise</li> <li>Stakeholders and Relationship and Communication</li> <li>Business Environment</li> <li>Market Conditions</li> </ul>	<ul style="list-style-type: none"> <li>Principles and Purposes of Marketing</li> <li>Rationale of a Marketing Campaign</li> <li>Information used for Development of a Marketing Campaign</li> </ul>	<ul style="list-style-type: none"> <li>Planning and Developing a Marketing Campaign</li> <li>Preparation for Controlled assessment using given Scenario</li> </ul>	<ul style="list-style-type: none"> <li>Importance of Managing Personal Finance</li> <li>Explore Personal Finance Sector</li> <li>Purpose of Accounting</li> </ul>	<ul style="list-style-type: none"> <li>Sources of Business Finance</li> <li>Break-Even and Cash Flow Forecasts</li> <li>Complete Statements of Comprehensive Income and Financial Position</li> <li>Evaluate a Business's Performance</li> </ul>
<b>Assessment</b>	A.P1, A.P2, A.M1, AB.D1 B.P3, B.M2 C.P4, C.P5, C.M3, C.D2	D.P6, D.M4, D.D3 E.P7, E.M5, E.D4	ONGOING ASSESSMENT AS PER SOW & BTEC REQ's EXTERNALLY GRADED	ONGOING ASSESSMENT AS PER SOW & BTEC REQ's EXTERNALLY GRADED	EXTERNALLY MARKED & GRADED	EXTERNALLY MARKED & GRADED

# Year 13 Pearson BTEC Business Curriculum

 <span style="float: right;"><b>Holly Lodge High School</b> College of Science</span>						
Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Focus</b>	Review/Personal and Business Finance <b>UNIT 3 (Exam)</b>	Personal and Business Finance <b>UNIT 3 (Exam)</b>	Recruitment and Selection Process <b>UNIT 8</b>	Recruitment and Selection Process <b>UNIT 8</b>	Recruitment and Selection Process <b>UNIT 8</b>	
<b>Key Tasks</b>	Functions/Role of Money Planning Expenditure Payment Methods Different types of Bank Accounts Savings & Investments Different types of Insurance Financial Institutions Consumer Protection Guidance, Support & Information Business Finance Purpose of Accounting	Purpose of Accounting Types of Income Types of Expenditure Differences of Income/Expenditure Depreciation and Balance Methods Sources of Finance- internal/external Inflow/Outflow Break Even Cash flow Liquidity Profitability Ratio Analysis Financial Formulas and Calculations	Induction Recruitment of Staff Recruitment and Selection Process <ul style="list-style-type: none"> <li>business growth</li> <li>job roles</li> <li>vacancies</li> <li>seasonal considerations</li> </ul> Recruitment and Selection Process Ethical and Legal considerations in the Recruitment Process <ul style="list-style-type: none"> <li>job advertisement</li> <li>job analysis</li> <li>job description</li> </ul>	Job Applications <ul style="list-style-type: none"> <li>cv/specification</li> <li>application forms</li> <li>letter of application</li> </ul> Interviews and skills <ul style="list-style-type: none"> <li>communication</li> <li>body language</li> <li>attire</li> <li>questions and answers</li> </ul> Review and Evaluation <ul style="list-style-type: none"> <li>appraisal of performance</li> <li>review of communication skills</li> </ul>	SWOT Analysis and Action Plan <ul style="list-style-type: none"> <li>review and improve setting targets for future interview/s</li> </ul>	

			<ul style="list-style-type: none"> <li>• cv/person spec</li> <li>• considerations</li> </ul>	<ul style="list-style-type: none"> <li>• review of organisational skills</li> </ul>		
<b>Assessment</b>	<b>Mock Examination</b>	<b>Externally Assessed Examination</b>	<b>Internally Assessed Coursework</b>	<b>Internally Assessed Coursework</b>	<b>Internally Assessed Coursework</b>	