



# YEAR 12 Pearson BTEC Level 3 in Business

 <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>	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)
<b>Key Tasks</b>	<ul style="list-style-type: none"> <li>Explore features of different businesses</li> <li>Business investigation &amp; organisation</li> <li>Role of marketing</li> <li>Influences on marketing</li> </ul>	<ul style="list-style-type: none"> <li>Business environment/s</li> <li>Researching information to identifying needs and wants for customers</li> <li>Research for U1 &amp; U2</li> </ul>	<ul style="list-style-type: none"> <li>Business environment/s</li> <li>Business markets</li> <li>Market research methods and use</li> <li>Developing a rationale</li> <li>Marketing campaign activity</li> </ul>	<ul style="list-style-type: none"> <li>Investigate the role and contribution of innovation and enterprise to business success</li> <li>Marketing mix</li> <li>Marketing campaign</li> </ul>	<ul style="list-style-type: none"> <li>Understand the importance of managing personal finance</li> <li>Explore the personal finance sector</li> </ul>	<ul style="list-style-type: none"> <li>Understand purpose of accounting</li> <li>Select and evaluate different sources of business finance</li> </ul>
<b>Assessment</b>	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  Test/s (Mock) based on sample paper	PREPARATION FOR EXTERNAL EXAMINATION  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 during Summer Term. **Externally Assessed**

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Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1
<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>	<b>Recruitment and Selection Process 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	<b>Induction</b> 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> <li>• cv/person spec</li> <li>• considerations</li> </ul>	<b>Job Applications</b> <ul style="list-style-type: none"> <li>• cv/specification</li> <li>• application forms</li> <li>• letter of application</li> </ul> <b>Interviews and skills</b> <ul style="list-style-type: none"> <li>• communication</li> <li>• body language</li> <li>• attire</li> <li>• questions and answers</li> </ul> <b>Review and Evaluation</b> <ul style="list-style-type: none"> <li>• appraisal of performance</li> <li>• review of communication skills</li> <li>• review of organisational skills</li> </ul>	<b>SWOT Analysis and Action Plan</b> <ul style="list-style-type: none"> <li>• review and improve</li> <li>• setting targets for future interview/s</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>