**Curriculum Map: BTEC Extended Certificate in Business Yr12**

|  | **Autumn** | **Spring** | **Summer** |
| --- | --- | --- | --- |
| **Content**  Declarative knowledge  ‘I Know’ |  |  |  |
| **Exploring Business** | **LAE** Investigate the role and contribution of innovation and enterprise to business  success.  **E1 Role of innovation and enterprise**  What is innovation and Enterprise.  **E2 Benefits and risks associated with innovation and enterprise**  **LAA** Explore the features of different businesses and analyse what makes them  Successful  **A1 Features of businesses**  • Ownership and liability, Purposes, Sectors, Scope of business activities, Size  • Reasons for success  **A2 Stakeholders and their influence**  • Stakeholders  • The influence of stakeholders on business success  **A3 Effective business communications**  Appropriate presentation and delivery of information to a given audience  **LAB** Investigate how businesses are organised  **B1 Structure and organisation**  • Organisational structure  • Functional/operational areas  **B2 Aims and objectives**  • Aims of businesses in different sectors – mission, vision and values  • SMART (Specific, Measurable, Achievable, Relevant, Time constrained) objectives. | **LAC** Examine the environment in which businesses operate  **C1 External environment**  • Political, Economic, Social attitudes to saving, spending and debt; social responsibility requirements; Demographic changes, Technological change, Environmental factors and ethical trends, Legal environment  **C2 Internal environment**  • Corporate culture.  • Corporate social responsibility (CSR), ethics.  **C3 Competitive environment**  • Competition (local, national and international).  • Factors influencing competitive advantage  • Benefits and importance of establishing and maintaining a competitive advantage.  **C4 Situational analysis**  • Assessment of the business environment using various techniques, PESTLE, SWOT analysis, 5Cs analysis, Porter’s Five Forces.  **LAD** Examine business markets  **D1 Different market structures**  • Market structures: perfect competition, imperfect competition.  • Features of different market structures: number of firms, freedom of entry, nature of product.  **D2 Relationship between demand, supply and price**  • Influences on demand  • Influences on supply  • Elasticity: price elasticity of demand.  **D3 Pricing and output decisions**  • Impact on pricing and output decisions in different market structures.  • Reponses by business to pricing and output decisions of competitors in different market structures. |  |
| **Developing a Marketing Campaign** | **LAA** Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign  **A1 The role of marketing**  Principles and purposes of marketing:  Marketing aims and objectives:  Types of market – mass and niche market.  Market segmentation.  Branding, brand personality, brand image, unique selling point (USP), implications of business size for marketing activity, budgetary constraints, availability of specialist staff.  **A2 Influences on marketing activity**  Internal influences  External influences  **LAB** Using information to develop the rationale for a marketing campaign  **B1 Purpose of researching information to identify the needs and wants of customers**  **B2 Market research methods and use**  Primary research  Secondary research:  Importance of validity, reliability, appropriateness, currency, cost.  Quantitative and qualitative data, when and where used.  Sufficiency and focus of the research.  Selection and extraction.  **B3 Developing the rationale**  Interpretation, analysis and use of data and other information to make valid marketing decisions.  Identification of any further sources of information that may be required.  Evaluation of the reliability and validity of the information obtained.  Product life cycle.  **LAC** Planning and developing a marketing campaign  **C1 Marketing campaign activity**  Selection of appropriate marketing aims and objectives to suit business goals.  Situational analysis: SWOT and PESTLE  Use of research data to determine target market.  Use of research data to conduct competitor analysis.  **C2 Marketing mix**  Product development  Pricing strategies  Promotional advertising, (PR). Sponsorship, use of social and other media, guerrilla marketing, personal selling, product placement, digital marketing, corporate image.  Place  Extended marketing mix: people, physical environment, process.  **C3 The marketing campaign**  Content of the marketing message.  Selection of an appropriate marketing mix.  Selection of appropriate media.  Allocation of the campaign budget.  Timelines for the campaign, including monitoring.  How the campaign is to be evaluated.  **C4 Appropriateness of marketing campaign**  How far the marketing activity reinforces and supports brand value.  The sustainability of marketing activities.  Flexibility of the campaign to enable response to both internal and external changes.  Relevance to organisational goals.  Appropriateness to target market.  Legal and ethical considerations. |  | Assessment Point - Externally Set Task  A task set and marked by Pearson and completed under supervised conditions.  • Part A for a 2-hour preparation period on the afternoon of the day before Part B. Part B assessment being a 3 hour supervised session on the morning after Part A.  • Submission completed using a computer.  • 70 marks. |
| **Skills**  Procedural Knowledge  ‘I know how to’ | Interpret the grading criteria/mark scheme  Carry out research  Present assignments in the appropriate format  Structure responses to questions  Develop written work to access Merit/Distinction criteria  Develop a marketing Campaign | Interpret the grading criteria/mark scheme  Carry out research  Present assignments in the appropriate format  Structure responses to questions  Develop written work to access Merit/Distinction criteria  Develop a marketing campaign | Interpret the grading criteria/mark scheme  Carry out research  Present assignments in the appropriate format  Structure responses to questions  Develop written work to access Merit/Distinction criteria |
| **Strategies**  Conditional Knowledge  ‘I know when to’ | Select and apply content.  Develop my written responses  Select & apply research | Select and apply content.  Develop my written responses  Select & apply research | Select and apply content.  Develop my written responses  Select & apply research |
| Key Questions | **Exploring Business**  **Assignment 3** - How important is innovation and enterprise to today’s businesses? (4 school weeks to complete)  **Assignment 1** - Features contributing to the success of contrasting businesses  **Developing a Marketing Campaign**  What is the importance of marketing?  What influence marketing activity?  Which research is relevant? | **Exploring Business**  **Assignment 2** – The effects of the Environment on a Business – how does the environment and markets affect a chosen business.  Developing a Marketing Campaign  Who are the target market?  How would you promote/advertise product X?  How should the budget & timescale be split? |  |
| Assessment topics | **Exploring Business**  **Assignment 3** - How important is innovation and enterprise to today’s businesses? (4 school weeks to complete)  **Developing a Marketing Campaign**  Marketing & associated activities  Market research | **Exploring Business**  **Assignment 1** - Features contributing to the success of contrasting businesses  **Assignment 2** – The effects of the Environment on a Business  PPE for Developing a Marketing Campaign  **Developing a Marketing Campaign**  Marketing & associated activities  Market research  Marketing Campaign | Exam in May for Developing a Marketing Campaign  **Exploring Business**  **Assignment 2** – The effects of the Environment on a Business |
| Cross curricular links/Character Education | **English** – literacy   * Reading & interpreting a variety of texts * Writing; producing a range of documents including reports & presentations * Oral; presentations, discussions & role plays   **Maths** – Calculations and interpretation of data.  **PSHE** – Ethics, finances  **Sociology** – population & influences  **Psychology** – how individuals are influenced  **Geography** – where businesses are based & trade  **SMSC** – Ethics, wellbeing  **Languages** – use of languages in different countries  **IT** – the use and application of technology | **English** – literacy   * Reading & interpreting a variety of texts * Writing; producing a range of documents including reports & presentations * Oral; presentations, discussions & role plays   **Maths** – Calculations and interpretation of data.  **PSHE** – Ethics, finances  **Sociology** – population & influences  **Psychology** – how individuals are influenced  **Geography** – where businesses are based & trade  **SMSC** – Ethics, wellbeing  **Languages** – use of languages in different countries  **IT** – the use and application of technology | **English** – literacy   * Reading & interpreting a variety of texts * Writing; producing a range of documents including reports & presentations * Oral; presentations, discussions & role plays   **Maths** – Calculations and interpretation of data.  **PSHE** – Ethics, finances  **Sociology** – population & influences  **Psychology** – how individuals are influenced  **Geography** – where businesses are based & trade  **SMSC** – Ethics, wellbeing  **Languages** – use of languages in different countries  **IT** – the use and application of technology |