

Bellerive FCJ Catholic College



Department: Business

Year Group: 12 BTEC Level 3 National Ext Cert

*Exam/coursework lessons taught concurrently

Term	Learning Focus	Key Knowledge and Skills	Assessment	Challenge and Enrichment
Autumn 1	<p>Unit 1 Exploring Business</p> <p>Unit 2: Creating a Marketing Proposal</p> <p>Unit 1:</p>	<p>A Explore the features of different businesses and analyse what makes them successful</p> <p>B Investigate how businesses are organised</p> <p>C Examine the environment in which businesses operate</p> <p>D Examine business markets</p> <p>E Investigate the role and contribution of innovation and enterprise to business success.</p>	<p>Formal assessment Unit 1 to take place Autumn/Spring Term (OCT-MAR Internal Assessment)</p>	<p>Developed evidence of how differing features and the complex relationship and communications with its internal and external stakeholders make businesses successful to support the evaluation given.</p> <p>Carry out in-depth research on the extent to which the business environment affects a given business, and how it could affect the business in the future.</p> <p>Utilise a variety of situational analysis techniques to support an evaluation.</p> <p>Analysis of the use of innovation and enterprise in an existing business. Weigh up risks versus advantages and come to a justified conclusion, supported by relevant evidence that clearly explains the importance of innovation and enterprise</p>
	Unit 2:			

	<p>A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign</p> <p>B Using information to develop the rationale for a marketing campaign</p> <p>B Using information to develop the rationale for a marketing campaign</p>	<p>A1 The role of marketing</p> <p>A2 Influences on marketing activity</p> <p>B1 Purpose of researching information to identify the needs and wants of customers</p> <p>B2 Market research methods and use</p> <p>B3 Developing the rationale</p>	<p>Completion of Internal Assessment – Controlled Assessment – JAN</p>	<p>Research to demonstrate knowledge and deeper understanding of marketing principles, concepts, processes, key terms, data sources and definitions</p> <p>Analyse marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing campaigns</p> <p>Evaluate evidence to make informed judgements about how a marketing campaign should be planned, developed and adapted in light of changing circumstances</p> <p>Trip to Alton Towers / Educational talk on Marketing of the business</p>
Autumn 2	<p>Unit 2: Developing a Marketing Campaign</p> <p>Unit 1: Exploring Business</p>	<p>A Explore the features of different businesses and analyse what makes them successful</p> <p>B Investigate how businesses are organised</p> <p>C Examine the environment in which businesses operate</p> <p>D Examine business markets</p> <p>E Investigate the role and contribution of innovation and enterprise to business</p>	<p>Controlled Assessment – JAN</p> <p>Completion of Internal Assessment</p>	<p>https://www.tutor2u.net/live/unit-2-warm-up-q-a-and-exam-technique-reminders-btec-national-business-unit-2</p> <p>Developed evidence of how differing features and the complex relationship and communications with its internal and external stakeholders make businesses successful to support the evaluation given.</p>

	<p>Unit 2: C Planning and developing a marketing campaign C3 The marketing campaign C4 Appropriateness of marketing Campaign</p>	<p>success.</p> <p>C1 Marketing campaign activity C2 Marketing mix C3 The marketing campaign C4 Appropriateness of marketing campaign</p>	<p>Controlled Assessment – JAN</p>	<p>Carry out in-depth research on the extent to which the business environment affects a given business, and how it could affect the business in the future. Utilise a variety of situational analysis techniques to support an evaluation.</p> <p>Analysis of the use of innovation and enterprise in an existing business. Weigh up risks versus advantages and come to a justified conclusion, supported by relevant evidence that clearly explains the importance of innovation and enterprise</p> <p>Develop a marketing campaign with appropriate justification, synthesising ideas and evidence from several sources to support arguments</p>
Spring 1	<p>Unit 2 EXAM (Jan)</p> <p>Unit 1:</p>	<p>C Examine the environment in which businesses operate D Examine business markets E Investigate the role and contribution of innovation and enterprise to business success.</p>	<p>Unit 2 EXAM (Jan)</p> <p>Completion of Internal Assessment Unit 1</p>	<p>Carry out in-depth research on the extent to which the business environment affects a given business, and how it could affect the business in the future. Utilise a variety of situational analysis techniques to support an evaluation.</p> <p>Research and analysis of the use of innovation and enterprise in an</p>

		A Examine how effective recruitment and selection contribute to business success		<p>high quality work in the mark schemes.</p> <p>Assisting pupils in understanding the mark scheme.</p> <p>Evaluate the recruitment processes, reach a reasoned conclusion and make insightful reference to how it is linked to the success of a selected business. Consider the problems that can impact on a business if there are staff shortages or if unsuitable employees are selected because of ineffective recruitment systems.</p>
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