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	Unit 1 Exploring Business			
	Unit 2: Creating a Marketing Proposal			
	Unit 1:	A Explore the features of different businesses and analyse what makes them successful B Investigate how businesses are organised 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.	Formal assessment Unit 1 to take place Autumn/Spring Term (OCT-MAR Internal Assessment)	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. 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. 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
	Unit 2:			

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

	Unit 2: C Planning and developing a marketing campaign C3 The marketing campaign	C1 Marketing campaign activity C2 Marketing mix	Controlled Assessment – JAN	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. 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
	C4 Appropriateness of marketing Campaign	C3 The marketing campaign C4 Appropriateness of marketing campaign		Develop a marketing campaign with appropriate justification, synthesising ideas and evidence from several sources to support arguments
Spring 1	Unit 2 EXAM (Jan)		Unit 2 EXAM (Jan)	arguments
	Unit 1:	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.	Completion of Internal Assessment Unit 1	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. Research and analysis of the use of innovation and enterprise in an

Spring 2	Unit 1:	E Investigate the role and	End of Unit 1 assessment	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 Research and analysis of the use of
		contribution of innovation and enterprise to business success.		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
Summer	Unit 3 Personal and Business Finance	A Understand the importance of managing personal finance: A1 Functions and role of money A2 Different ways to pay A3 Current accounts A4 Managing personal finance B Explore the personal finance sector B1 Features of financial institutions B2 Communicating with customers B3 Consumer protection in relation to personal finance B4 Information guidance and advice	External assessed exam Jan Progress tasks ,mini assessments, past papers	Analyse business and personal financial information and data, demonstrating the ability to interpret the potential impact and outcome in context apply principles of personal and business finance in order to critically evaluate real-life situations and determine appropriate courses of action. Evaluate how financial information and data can be used, and interrelate, in order to justify conclusions related to business and personal finance Use of command words: analyse, assess, discuss, evaluate Use of exemplar materials from
	Unit 8 Recruitment and Selection		Formal assessment Unit 8 to take place Spring Term (JUN- MAR Internal Assessment)	previous year submissions to scaffold, explore and demonstrate

A Examine how effective recruitment and selection contribute to business success	high quality work in the mark schemes. Assisting pupils in understanding the mark scheme.
	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.