

Curriculum map template

Business & Enterprise

	AUTUMN 1	AUTUMN 2	SPRING 1	SPRING 2	SUMMER 1 & 2	SUMMER 2
<p>YEAR 12 Unit 1 EXPLORING BUSINESSES</p>	<p>Powerful knowledge LAA - Explore the features of different businesses and what makes them successful</p> <ul style="list-style-type: none"> A1 Features of businesses A2 Stakeholders and their influence A3 Effective business communications <p>Assessment: Self-assessment Peer Assessment Assessment in line with BTEC guidance</p>	<p>Powerful knowledge LAB - Investigate how businesses are organised</p> <ul style="list-style-type: none"> B1 Structure and organisation B2 Aims and objectives <p>Assessment: Self-assessment Peer Assessment Assessment in line with BTEC guidance</p>	<p>Powerful knowledge Learning aim C: Examine the environment in which businesses operate</p> <ul style="list-style-type: none"> C1 External environment C2 Internal environment C3 Competitive environment C4 Situational analysis <p>Assessment: Self-assessment Peer Assessment Assessment in line with BTEC guidance</p>	<p>Powerful knowledge Learning aim D: Examine business markets</p> <ul style="list-style-type: none"> D1 Different market structures D2 Relationship between demand, supply and price D3 Pricing and output decisions <p>Assessment: Self-assessment Peer Assessment Assessment in line with BTEC guidance</p>	<p>Powerful knowledge Learning aim E: Investigate the role and contribution of innovation and enterprise to business success</p> <ul style="list-style-type: none"> E1 Role of innovation and enterprise E2 Benefits and risks associated with innovation and enterprise <p>Assessment: Self-assessment Peer Assessment Assessment in line with BTEC guidance</p>	

<p>YEAR 12 Unit 2 Developing a Marketing Campaign After Jan Exam Unit 3 Personal and Business Finance</p>	<p>Powerful knowledge LAA- Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign</p> <ul style="list-style-type: none"> • A1 The role of marketing • A2 Influences on marketing activity <p>Assessment: Self-assessment Peer Assessment Assessment in line with BTEC guidance</p>	<p>Powerful knowledge LAB - Using information to develop the rationale for a marketing campaign</p> <ul style="list-style-type: none"> • B1 Purpose of researching information to identify the needs and wants of customers • B2 Market research methods and use • B3 Developing the rationale <p>Assessment: Self-assessment Peer Assessment Assessment in line with BTEC guidance</p>	<p>Powerful knowledge LAC - Planning and developing a marketing campaign</p> <ul style="list-style-type: none"> • C1 Marketing campaign activity • C2 Marketing mix • C3 The marketing campaign • C4 Appropriateness of marketing campaign <p>Assessment: Self-assessment Peer Assessment Assessment in line with BTEC guidance</p>	<p>Powerful knowledge LAA- Understand the importance of managing personal finance</p> <ul style="list-style-type: none"> • A1 Functions and role of money • A2 Different ways to pay • A3 Current accounts • A4 Managing personal finance <p>Assessment: Self-assessment Peer Assessment Assessment in line with BTEC guidance</p>	<p>Powerful knowledge LAB - B Explore the personal finance sector</p> <ul style="list-style-type: none"> • B1 Features of financial institutions • B2 Communicating with customers • B3 Consumer protection in relation to personal finance • B4 Information, guidance and advice <p>Assessment: Self-assessment Peer Assessment Assessment in line with BTEC guidance</p>	<p>Powerful knowledge LAC - C Understand the purpose of accounting</p> <ul style="list-style-type: none"> • C1 Purpose of accounting • C2 Types of income • C3 Types of expenditure <p>Assessment: Self-assessment Peer Assessment Assessment in line with BTEC guidance</p>
<p>YEAR 13 Unit 3 Personal and Business Finance Unit 8 Recruitment and Selection Process</p>	<p>Powerful knowledge LAD - Select and evaluate different sources of business finance</p> <ul style="list-style-type: none"> • D1 Sources of finance <p>LAE- Break-even and cash flow forecasts</p> <ul style="list-style-type: none"> • E1 Cash flow forecasts • E2 Break-even analysis <p>Assessment:</p>	<p>Powerful knowledge LAF - Complete statements of comprehensive income and financial position and evaluate a business's performance</p> <ul style="list-style-type: none"> • F1 Statement of comprehensive income • F2 Statement of financial position • F3 Measuring profitability • F4 Measuring liquidity • F5 Measuring efficiency 	<p>Powerful knowledge LAA: Examine how effective recruitment and selection contribute to business success</p> <ul style="list-style-type: none"> • A1 Recruitment of staff • A2 Recruitment and selection process • A3 Ethical and legal considerations in the recruitment process <p>Assessment: Self-assessment Peer Assessment</p>	<p>Powerful knowledge LAB: Undertake a recruitment activity to demonstrate the processes leading to a successful job offer</p> <ul style="list-style-type: none"> • B1 Job applications • B2 Interviews and skills <p>Assessment: Self-assessment Peer Assessment Assessment in line with BTEC guidance</p>	<p>Powerful knowledge LAC: Reflect on the recruitment and selection process and your individual performance</p> <ul style="list-style-type: none"> • C1 Review and evaluation • C2 SWOT analysis and action plan <p>Assessment: Self-assessment Peer Assessment Assessment in line with BTEC guidance</p>	

	<p>Self-assessment Peer Assessment Assessment in line with BTEC guidance</p>	<ul style="list-style-type: none"> F6 Limitations of ratios <p>Assessment: Self-assessment Peer Assessment Assessment in line with BTEC guidance</p>	<p>Assessment in line with BTEC guidance</p>			
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