Curriculum Map (Key Stage5)

SUBJECT: BTEC BUSINESS

Year Group	Autumn Term 1	Autumn Term 2	Spring Term 3	Spring Term 4	Summer Term 5	Summer Term 6
Year 12	Unit 2 Developing a Marketing	Unit 2 Developing a Marketing	EXAMINATION OF UNIT 2	Unit 1 Exploring Business	Unit 1 Exploring Business	Unit 3 Personal & Business
2021/2022	Campaign	Campaign	DEVELOPING A MARKETING			Finance:
			CAMPAIGN – NORMALLY	Section C Examine the	Section E Investigate role and	
	Section A Introduction to the	Section B Using information to	FIRST WEEK BACK	environment in which	contribution of innovation	Section A – Understanding the
	principles and purposes of	develop the rationale for a	<u>.</u>	businesses operate	and enterprise	importance of managing
	marketing that underpin the	marketing campaign	Unit 1 Exploring Business			personal finance
	creation of a rationale for a	24.2		P4 External environment	P7 How innovation and	
	marketing campaign	B1 Purpose of researching	Section A Explore the	P5 Internal environment	enterprise contribute to	A1 - Functions and Role of
	A4 The value of search attention	information to identify the needs	features of different	M3 Competitive environment	business success	Money
	A1 The role of marketing	and wants of customers	businesses and what makes	D2 Situational analysis	M5 Analyse the successful use	• Functions of money:
	Principles and purposes of	To identify target markets.	them successful.	Coalina D.E. and a superior	of innovation and enterprise	-unit of account
	marketing	To identify size, structure and	D4 Factories of contraction	Section D Examine markets	D4 Justify the use of	-means of exchange
	Marketing aims and objectives: Trace of market, mass and nicks	trends in the market.	P1 Features of contrasting	DC Market structure supply	innovation and enterprise in	-store of value o legal tender.
	• Types of market – mass and niche market.	To identify competition	busineses P2 How businesses are	P6 Market structure, supply	relation to a changing market and environment	• Polo of manay is affected and
		B2 Market research methods and		and demand, pricing and	and environment	Role of money is affected and influenced by a number of
	Market segmentation.Branding, brand personality,		influenced by stakeholders M1 Relationship and	output decisions		influenced by a number of factors:
		usePrimary research, to include	communication with	M4 Responses to changes in the market		-personal attitudes towards risk
	brand image, unique selling point (USP), implications of business size	survey, interview, observation,	stakeholders	D3 How market changes impact		and reward, borrowing,
	for marketing activity, budgetary	trials, focus groups.	D1 Evaluate reasons for	a business		spending and saving
	constraints, availability of specialist	Secondary research	business success	a business		-life stages (childhood,
	staff.	Importance of validity,	business success			adolescence, young adult,
	Starr.	reliability, appropriateness,				middle age, old age), key
	A2 Influences on marketing	currency, cost.	Section B Business			features of each stage, financial
	activity	Quantitative and qualitative	Organisation			needs and implications at each
	• Internal influences	data, when and where used.				stage
	External influences	Sufficiency and focus of the	P3 Organisation structure and			-culture, including religious and
		research.	aims and objectives			ethical beliefs
	Section B Using information to	Selection and extraction.	M2 How structures allow			-life events can vary the
	develop the rationale for a		businesses to achieve aims			personal life cycle from
	marketing campaign	B3 Developing the rationale	and objectives			individual to individual
	2	Interpretation, analysis and use	_			-external influences/trends and
	B1 Purpose of researching	of data and other information to				the financial-related effects
	information to identify the needs	make valid marketing decisions.				-interest rates, cost of
	and wants of customers	Identification of any further				borrowing versus reward of
	To identify target markets.	sources of information that may				saving.
	To identify size, structure and	be required.				
	trends in the market.	Evaluation of the reliability and				Planning expenditure,
	To identify competition	validity of the information				common principles to be
		obtained.				considered in planning personal
	B2 Market research methods and	Product life cycle.				finances:
	use					-to avoid getting into debt o to
		C2 Marketing mix				control costs

- Primary research, to include survey, interview, observation, trials, focus groups.
- 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.

- Product development: form and function, packaging, branding.
- Pricing strategies: penetration, skimming, competitor based, cost plus.
- Promotional advertising, public relations (PR). Sponsorship, use of social and other media, guerrilla marketing, personal selling, product placement, digital marketing, corporate image.
- Place, distribution channels: direct to end users (mail/online/auction), retailers, wholesalers.
- 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.

-avoid legal action and/or repossession -remain solvent -maintain a good credit rating -avoid bankruptcy -to manage money to fund purchases -generate income and savings -set financial targets and goals -provide insurance against loss or illness -counter the effects of inflation.

A2 Different ways to pay

The use of money as a payment method, advantages and disadvantages of:

- cash
- debit card
- credit card
- cheque
- electronic transfer
- direct debit
- standing order
- pre-paid cards
- contactless cards
- charge cards
- store cards
- mobile banking
- Banker's Automated Clearing Services (BACS) Faster
 Payments Service (FPS)
- Clearing House Automated Payment System (CHAPS).

A3 Current accounts

Different types, features, advantages and disadvantages, different services offered:

- standard
- packaged, premium
- basic
- Student.

A4 Managing personal finance

• Suitability of different financial products and services against individual needs.

						Different types of borrowing, features, advantages and disadvantages: Doverdraft personal loans hire purchase mortgages credit cards payday loans Different types of saving and investment features, advantages and disadvantages: individual savings accounts (ISAs) deposit and savings accounts premium bonds bonds and gilts shares Pensions. Risks and rewards of saving versus investment. Different insurance products: products (car, home and contents, life assurance and insurance, travel, pet, health) different types of insurance policy for each product features of different types of insurance advantages and disadvantages of
						features
Year 13 2022 2023	Unit 3 Personal & Business Finance: Section B - Explore the personal	Unit 3 Personal & Business Finance Section E Break-even and cash	EXAMINATION OF UNIT 3 PERSONAL AND BUSINESS FINANCE USIALLY FIRST WEEK BACK	Unit 8 Recruitment and Selection Process	Unit 8 Recruitment and Selection Process Completion of coursework	Students leave
	finance sector	flow forecasts Formulas used in	I			

	this topic will not be given in	Unit 8 Recruitment &	C: Reflect on the recruitment	Revision and preparation for
B1 Features of financial	external assessment	Selection Process	and selection process and your	any resits
institutions			individual performance	
	E1 Cash flow forecasts	Section A How recruitment		
Types of organisations and their	Inflows/receipts:	and selection contribute to	P5 SOIT analysis and reflection	
advantages and disadvantages:	cash sales	the success of the business	on recruitment documents and	
Bank of England	credit sales		process	
• banks	loans	P1 How and why businesses	P6 Development planning	
building societies	 capital introduced 	recruit and select	M3 Analysis of processes and	
• credit unions	sale of assets	P2 How and why businesses	future plans	
National Savings and investments	 bank interest received. 	adhere to ethical and legal	D3 Evaluation of recruitment	
insurance companies	Outflows/payments:	recruitment practices	and selection process and	
pension companies	cash purchases	M2 Analysis of recruitment	career planning	
• pawnbrokers	credit purchases	methods		
payday loans.	• rent	D1 Evaluation of recruitment		
	• rates	processes and how they		
B2 Communicating with customers	 salaries 	contribute to business success		
	wages			
Methods of interacting with	 utilities 	Section B: Undertake a		
customers, advantages and	 purchase of assets 	recruitment activity to		
disadvantages:	 Value Added Tax (VAT) 	demonstrate the processes		
• branch	 bank interest paid. 	leading to a successful job		
online banking	 Prepare, complete, analyse, 	offer		
 telephone banking 	revise and evaluate cash flow.			
 mobile banking 	Use of cash flow forecasts for	P3 Job applications		
postal banking	planning, monitoring, control,	M2/M4 Interviews and skills		
	target setting.	D2 Evaluation of recruitment		
B3 Consumer protection in relation	Benefits and limitations of cash	documents and process		
to personal finance Function, role	flow forecasts.			
and responsibilities of:				
• Financial Conduct Authority (FCA)	E2 Break-even analysis			
• Financial Ombudsmen Service	• Costs:			
(FOS)	 variable 			
• Financial Services Compensation	 semi-variable 			
Scheme (FSCS)	 fixed 			
• legislation – consumer credit.	• total.			
_	• Sales:			
B4 Information guidance and	total revenue			
advice Function, role and	• total sales			
responsibilities, advantages and	 selling price per unit 			
disadvantages of:	sales in value and/or			
Citizens Advice	units.			
• independent financial advisor	Calculation using/manipulating,			
(IFA) • price comparison websites	break-even formula (units and/or			
debt counsellors ledicideal Valuations	sales value), completion of break-			
• Individual Voluntary	even chart, break-even point.			
Arrangements (IVAs)	• Identification of area of profit,			
bankruptcy.	area of loss.			

Section C Understand the purpose of accounting

C1 Purpose of accounting

- Recording transactions.
- Management of business (planning, monitoring and controlling).
- Compliance (preventing fraud, compliance with law and regulations).
- Measuring performance.
- Control assisting with the prevention of fraud, trade receivables and trade payables.

C2 Types of income

- Capital income:
- loan
- mortgages
- shares
- owner's capital
- debentures.
- Revenue income:
- cash sales
- credit sales
- rent received
- commission received
- interest received
- discount received.

C3 Types of expenditure

- Capital expenditure: o noncurrent assets – tangible (land, buildings and premises, machinery and equipment, vehicles, fixtures and fittings)
- intangible (goodwill, patents, trademarks, brand names).
- Revenue expenditure:
- inventory
- rent
- rates
- heating and lighting
- water
- insurance
- administration

- Identify and calculate margin of safety (units and value).
- Calculation of total contribution, contribution per unit benefits and limitations.
- Use of break-even for planning, monitoring, control, target setting.
- Prepare, complete, analyse, revise and evaluate break-even.

Section F Complete statements of comprehensive income and financial position and evaluate a business's performance This relates to sole traders only. Formulas used in this topic will not be given in external assessment.

F1 Statement of comprehensive income

- Purpose and use.
- Completion, calculation and amendment to include gross profit (revenue, opening inventories, purchases, closing inventories, cost of goods sold), calculation of profit/loss for the year (expenses, other income).
- Adjustments for depreciation (straight-line and reducing balance).
- Adjustments for prepayments, accruals.
- Interpretation, analysis and evaluation of statements.

F2 Statement of financial position

- Purpose and use.
- Completion, calculation and amendment of statement using vertical presentation to include:
- non-current assets (tangible and intangible, cost, depreciation and amortisation, net book value)

 telephone 	 current assets 			
• postage	(inventories, trade receivables,			
stationery	prepayments, bank, cash)			
salaries	 current liabilities (bank 			
■ wages	overdraft, accruals, trade			
marketing	payables)			
 bank charges 	• net current			
 interest paid 	assets/liabilities			
 straight-line depreciation 	 non-current liabilities 			
 reducing balance 	(bank loan and mortgage)			
depreciation	• net assets			
 discount allowed. 	 capital (opening capital, 			
	transfer of profit or loss,			
D1 Sources of finance	drawings, closing capital).			
	Adjustments for straight line			
Advantages, disadvantages, short	(cost x%), depreciation, reducing			
term and long term:	balance (cost – depreciation to			
• internal:	date x%).			
retained profit	Adjustments for prepayments,			
 net current assets 	accruals.			
	• Interpretation, analysis, and			
 sale of assets 	evaluation of statements.			
• external:				
• owner's capital	F3 Measuring profitability			
•	Calculation, interpretation,			
• loans	analysis and evaluation of:			
 crowd-funding 	• gross profit margin: (gross			
mortgages	profit/revenue) × 100			
 venture capital 	• mark-up: (gross profit/cost of			
debt factoring	sales) × 100			
hire purchase	• profit margin: (profit/revenue)			
leasing	× 100			
_	return on capital employed			
 trade credit 	(ROCE): (profit/capital employed)			
grants	× 100			
donations				
peer to peer lending	F4 Measuring liquidity			
 invoice discounting 	Calculation, interpretation,			
_	analysis and evaluation of:			
	current ratio: current			
	assets/current liabilities			
	liquid capital ratio: (current			
	assets – inventory)/current			
	liabilities			
	F5 Measuring efficiency			
	Calculation, interpretation,			
	analysis and evaluation of:			
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mpaign ction C Planning and veloping a Marketing mix Product development: form and action, packaging, branding. Pricing strategies: penetration, mming, competitor based, cost as. Promotional advertising, public ations (PR). Sponsorship, use of cial and other media, guerrilla arketing, personal selling, but the cite and users ail/online/auction), retailers, polesalers. Extended marketing mix: ople, physical environment, ocess. The marketing campaign Content of the marketing essage. Election of an appropriate	EXAM NORMALLY FIRST WEEK BACK Unit 1 Exploring Business Section A Explore the features of different fousinesses and what makes whem successful. Unit 1 Exploring Business Section A Explore the features of different fousinesses and what makes whem successful. Unit 1 Exploring Business Section B Section B Business Section B Business Organisation Unit 1 Exploring Business Organisation Unit 1 Explored Here Unit 1 Explored Here Unit 2 Explored Here	output decisions M4 Responses to changes in the market D3 How market changes impact	Section E Investigate role and contribution of innovation and enterprise P7 How innovation and enterprise contribute to business success M5 Analyse the successful use of innovation and enterprise D4 Justify the use of innovation and enterprise in relation to a changing market and environment Examination preparation for any resits	Students Leave.
Maproduction Mapro	on C Planning and oping a Marketing aign arketing mix duct development: form and on, packaging, branding. In granding, competitor based, cost motional advertising, public ons (PR). Sponsorship, use of and other media, guerrilla eting, personal selling, ct placement, digital eting, corporate image. e, distribution channels: to end users fonline/auction), retailers, esalers. Inded marketing mix: e, physical environment, ss. The marketing campaign tent of the marketing mix: eting mix. ction of an appropriate media. cation of the campaign et. elines for the campaign, et. elines for the campaign, and campaign, etc. elines for the campaign, elines for the campaign elines elines for the campaign elines for the campaign elines	EXAM NORMALLY FIRST WEEK BACK Unit 1 Exploring Business Section A Explore the features of different businesses and what makes them successful. P1 Features of contrasting busineses P2 How businesses are influenced by stakeholders M1 Relationship and communication with stakeholders placene, distribution channels: to end users online/auction), retailers, escalers. Inded marketing mix: In marketing campaign tent of the marketing age. It in marketing campaign tent of the marketing age. It in marketing campaign tent of the marketing age. It in motional advertising, public businesses and what makes them successful. P1 Features of contrasting busineses P2 How businesses are influenced by stakeholders M1 Relationship and communication with stakeholders D1 Evaluate reasons for business success Section B Business Organisation P3 Organisation structure and aims and objectives M2 How structures allow businesses to achieve aims and objectives M2 How structures allow businesses to achieve aims and objectives M2 How structures allow businesses to achieve aims and objectives	EXAM NORMALLY FIRST WEEK BACK Section C Examine the environment in which businesses operate In C Planning and oping a Marketing aign In the ting mix Section A Explore the features of different businesses and what makes them successful. Section D Examine markets Section D Examine the environment P5 Internal environment P5 Interna	EXAM NORMALLY FIRST WEEK BACK WEEK BACK Unit 1 Exploring Business wrketing mix duct development: form and on, packaging, branding. nig strategies; penetration, ning, competitor based, cost motional advertising, public ons (PR). Sponsorship, use of and other media, guerrillating, criplacement, digital sting, personal selling, ct placement, digital ting, corporate image. e, distribution channels: to end users online/auction), retailers, salers. nice marketing mix: e, physical environment, ss. BEXAM NORMALLY FIRST WEEK BACK WEEK BACK Unit 1 Exploring Business P4 External environment P5 Internal environment P5 Internal environment D2 Situational analysis P5 Internal environment M3 Competitive environment D2 Situational analysis P6 Market structure, supply and demand, pricing and output decisions M1 Reationship and communication with stakeholders D1 Evaluate reasons for business success M1 Relationship and communication and enterprise on interprise in relation to a changing market and environment D2 Situational analysis P6 Market structure, supply and demand, pricing and output decisions M1 Responses to changes in the market D3 How market changes impact a business some stakeholders D1 Evaluate reasons for business success Section D Examine the environment P5 Internal environment M3 Competitive environment D2 Situational analysis Section D Examine and enterprise on interprise in relation to a changing market and output decisions M4 Responses to changes in the market D3 How market changes impact a business Sorganisation Examination preparation for any resits Examination of the analysis Section D Examine the environment P5 Internal environment M3 Competitive environment D2 Situational analysis Section D Examine the environment P5 Internal environment D2 Situational analysis of interprise in relation to a changing market structure, supply and demand, pricing and output decisions M1 Relationship and communication with stakeholders Analyse the successful use of innovation and enterprise D4 Justify the use

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	How the campaign is to be			
	evaluated.			
B2 Market research methods and				
	C4 Appropriateness of marketing			
	campaign			
-	How far the marketing activity			
trials, focus groups.	reinforces and supports brand			
,	value.			
Importance of validity, reliability,	The sustainability of marketing			
appropriateness, currency, cost.	activities.			
Quantitative and qualitative data,	Flexibility of the campaign to			
when and where used.	enable response to both internal			
Sufficiency and focus of the	and external changes.			
research.	Relevance to organisational			
Selection and extraction.	goals.			
	Appropriateness to target			
B3 Developing the rationale	market.			
Interpretation, analysis and use of	Legal and ethical			
data and other information to	considerations.			
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.				