

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 2021/2022	<p>Unit 2 Developing a Marketing Campaign</p> <p>Section A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign</p> <p>A1 The role of marketing</p> <ul style="list-style-type: none"> 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. <p>A2 Influences on marketing activity</p> <ul style="list-style-type: none"> Internal influences External influences <p>Section B Using information to develop the rationale for a marketing campaign</p> <p>B1 Purpose of researching information to identify the needs and wants of customers</p> <ul style="list-style-type: none"> To identify target markets. To identify size, structure and trends in the market. To identify competition <p>B2 Market research methods and use</p>	<p>Unit 2 Developing a Marketing Campaign</p> <p>Section B Using information to develop the rationale for a marketing campaign</p> <p>B1 Purpose of researching information to identify the needs and wants of customers</p> <ul style="list-style-type: none"> To identify target markets. To identify size, structure and trends in the market. To identify competition <p>B2 Market research methods and use</p> <ul style="list-style-type: none"> 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. <p>B3 Developing the rationale</p> <ul style="list-style-type: none"> 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. <p>C2 Marketing mix</p>	<p>EXAMINATION OF UNIT 2 DEVELOPING A MARKETING CAMPAIGN – NORMALLY FIRST WEEK BACK</p> <p>Unit 1 Exploring Business</p> <p>Section A Explore the features of different businesses and what makes them successful.</p> <p>P1 Features of contrasting businesses P2 How businesses are influenced by stakeholders M1 Relationship and communication with stakeholders D1 Evaluate reasons for business success</p> <p>Section B Business Organisation</p> <p>P3 Organisation structure and aims and objectives M2 How structures allow businesses to achieve aims and objectives</p>	<p>Unit 1 Exploring Business</p> <p>Section C Examine the environment in which businesses operate</p> <p>P4 External environment P5 Internal environment M3 Competitive environment D2 Situational analysis</p> <p>Section D Examine markets</p> <p>P6 Market structure, supply and demand, pricing and output decisions M4 Responses to changes in the market D3 How market changes impact a business</p>	<p>Unit 1 Exploring Business</p> <p>Section E Investigate role and contribution of innovation and enterprise</p> <p>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</p>	<p>Unit 3 Personal & Business Finance:</p> <p>Section A – Understanding the importance of managing personal finance</p> <p>A1 - Functions and Role of Money</p> <ul style="list-style-type: none"> Functions of money: <ul style="list-style-type: none"> -unit of account -means of exchange -store of value o legal tender. Role of money is affected and influenced by a number of factors: <ul style="list-style-type: none"> -personal attitudes towards risk and reward, borrowing, spending and saving -life stages (childhood, adolescence, young adult, middle age, old age), key features of each stage, financial needs and implications at each stage -culture, including religious and ethical beliefs -life events can vary the personal life cycle from individual to individual -external influences/trends and the financial-related effects -interest rates, cost of borrowing versus reward of saving. Planning expenditure, common principles to be considered in planning personal finances: <ul style="list-style-type: none"> -to avoid getting into debt o to control costs

	<ul style="list-style-type: none"> • 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. <p>B3 Developing the rationale</p> <ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • 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. <p>C3 The marketing campaign</p> <ul style="list-style-type: none"> • 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. <p>C4 Appropriateness of marketing campaign</p> <ul style="list-style-type: none"> • 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. 				<ul style="list-style-type: none"> -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. <p>A2 Different ways to pay The use of money as a payment method, advantages and disadvantages of:</p> <ul style="list-style-type: none"> • 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). <p>A3 Current accounts Different types, features, advantages and disadvantages, different services offered:</p> <ul style="list-style-type: none"> • standard • packaged, premium • basic • Student. <p>A4 Managing personal finance</p> <ul style="list-style-type: none"> • Suitability of different financial products and services against individual needs.
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Year 13 2022 2023	Unit 3 Personal & Business Finance: Section B - Explore the personal finance sector	Unit 3 Personal & Business Finance Section E Break-even and cash flow forecasts Formulas used in	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

	<p>B1 Features of financial institutions</p> <p>Types of organisations and their advantages and disadvantages:</p> <ul style="list-style-type: none"> • Bank of England • banks • building societies • credit unions • National Savings and investments • insurance companies • pension companies • pawnbrokers • payday loans. <p>B2 Communicating with customers</p> <p>Methods of interacting with customers, advantages and disadvantages:</p> <ul style="list-style-type: none"> • branch • online banking • telephone banking • mobile banking • postal banking <p>B3 Consumer protection in relation to personal finance Function, role and responsibilities of:</p> <ul style="list-style-type: none"> • Financial Conduct Authority (FCA) • Financial Ombudsmen Service (FOS) • Financial Services Compensation Scheme (FSCS) • legislation – consumer credit. <p>B4 Information guidance and advice Function, role and responsibilities, advantages and disadvantages of:</p> <ul style="list-style-type: none"> • Citizens Advice • independent financial advisor (IFA) • price comparison websites • debt counsellors • Individual Voluntary Arrangements (IVAs) • bankruptcy. 	<p>this topic will not be given in external assessment</p> <p>E1 Cash flow forecasts</p> <ul style="list-style-type: none"> • Inflows/receipts: <ul style="list-style-type: none"> ▪ cash sales ▪ credit sales ▪ loans ▪ capital introduced ▪ sale of assets ▪ bank interest received. • Outflows/payments: <ul style="list-style-type: none"> ▪ cash purchases ▪ credit purchases ▪ rent ▪ rates ▪ salaries ▪ wages ▪ utilities ▪ purchase of assets ▪ Value Added Tax (VAT) ▪ bank interest paid. • Prepare, complete, analyse, revise and evaluate cash flow. • Use of cash flow forecasts for planning, monitoring, control, target setting. • Benefits and limitations of cash flow forecasts. <p>E2 Break-even analysis</p> <ul style="list-style-type: none"> • Costs: <ul style="list-style-type: none"> ▪ variable ▪ semi-variable ▪ fixed ▪ total. • Sales: <ul style="list-style-type: none"> ▪ total revenue ▪ total sales ▪ selling price per unit ▪ sales in value and/or units. • Calculation using/manipulating, break-even formula (units and/or sales value), completion of break-even chart, break-even point. • Identification of area of profit, area of loss. 	<p>Unit 8 Recruitment & Selection Process</p> <p>Section A How recruitment and selection contribute to the success of the business</p> <p>P1 How and why businesses recruit and select P2 How and why businesses adhere to ethical and legal recruitment practices M2 Analysis of recruitment methods D1 Evaluation of recruitment processes and how they contribute to business success</p> <p>Section B: Undertake a recruitment activity to demonstrate the processes leading to a successful job offer</p> <p>P3 Job applications M2/M4 Interviews and skills D2 Evaluation of recruitment documents and process</p>	<p>C: Reflect on the recruitment and selection process and your individual performance</p> <p>P5 SOIT analysis and reflection on recruitment documents and process P6 Development planning M3 Analysis of processes and future plans D3 Evaluation of recruitment and selection process and career planning</p>	<p>Revision and preparation for any resits</p>	
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	<p>Section C Understand the purpose of accounting</p> <p>C1 Purpose of accounting</p> <ul style="list-style-type: none"> • 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. <p>C2 Types of income</p> <ul style="list-style-type: none"> • Capital income: <ul style="list-style-type: none"> ▪ loan ▪ mortgages ▪ shares ▪ owner’s capital ▪ debentures. • Revenue income: <ul style="list-style-type: none"> ▪ cash sales ▪ credit sales ▪ rent received ▪ commission received ▪ interest received ▪ discount received. <p>C3 Types of expenditure</p> <ul style="list-style-type: none"> • Capital expenditure: o non-current assets – tangible (land, buildings and premises, machinery and equipment, vehicles, fixtures and fittings) <ul style="list-style-type: none"> ▪ intangible (goodwill, patents, trademarks, brand names). • Revenue expenditure: <ul style="list-style-type: none"> ▪ inventory ▪ rent ▪ rates ▪ heating and lighting ▪ water ▪ insurance ▪ administration 	<ul style="list-style-type: none"> • 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. <p>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.</p> <p>F1 Statement of comprehensive income</p> <ul style="list-style-type: none"> • 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. <p>F2 Statement of financial position</p> <ul style="list-style-type: none"> • Purpose and use. • Completion, calculation and amendment of statement using vertical presentation to include: <ul style="list-style-type: none"> ▪ non-current assets (tangible and intangible, cost, depreciation and amortisation, net book value) 				
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	<ul style="list-style-type: none"> ▪ telephone ▪ postage ▪ stationery ▪ salaries ▪ wages ▪ marketing ▪ bank charges ▪ interest paid ▪ straight-line depreciation ▪ reducing balance depreciation ▪ discount allowed. <p>D1 Sources of finance</p> <p>Advantages, disadvantages, short term and long term:</p> <ul style="list-style-type: none"> • internal: <ul style="list-style-type: none"> ▪ retained profit ▪ net current assets ▪ sale of assets • external: <ul style="list-style-type: none"> ▪ owner's capital ▪ loans ▪ crowd-funding ▪ mortgages ▪ venture capital ▪ debt factoring ▪ hire purchase ▪ leasing ▪ trade credit ▪ grants ▪ donations ▪ peer to peer lending ▪ invoice discounting 	<ul style="list-style-type: none"> ▪ current assets (inventories, trade receivables, prepayments, bank, cash) ▪ current liabilities (bank overdraft, accruals, trade payables) ▪ net current assets/liabilities ▪ non-current liabilities (bank loan and mortgage) ▪ net assets ▪ capital (opening capital, transfer of profit or loss, drawings, closing capital). <ul style="list-style-type: none"> • Adjustments for straight line (cost x%), depreciation, reducing balance (cost – depreciation to date x%). • Adjustments for prepayments, accruals. • Interpretation, analysis, and evaluation of statements. <p>F3 Measuring profitability Calculation, interpretation, analysis and evaluation of:</p> <ul style="list-style-type: none"> • gross profit margin: $(\text{gross profit}/\text{revenue}) \times 100$ • mark-up: $(\text{gross profit}/\text{cost of sales}) \times 100$ • profit margin: $(\text{profit}/\text{revenue}) \times 100$ • return on capital employed (ROCE): $(\text{profit}/\text{capital employed}) \times 100$ <p>F4 Measuring liquidity Calculation, interpretation, analysis and evaluation of:</p> <ul style="list-style-type: none"> • current ratio: $\text{current assets}/\text{current liabilities}$ • liquid capital ratio: $(\text{current assets} - \text{inventory})/\text{current liabilities}$ <p>F5 Measuring efficiency Calculation, interpretation, analysis and evaluation of:</p>				
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		<ul style="list-style-type: none"> • trade receivable days: (trade receivable/credit sales) × 365 • trade payable days: (trade payables/credit purchases) × 365 • inventory turnover: (average inventory/cost of sales) × 365 F6 <p>Limitations of ratios</p> <ul style="list-style-type: none"> • Limitations of ratios when assessing business performance 				
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