

St Chad's Catholic and Church of England High School

KS5 Programme of Study		Subject: BTEC National Extended Certificate in Business	Year group: Y12
Term	Data collection dates	Programme of study	Key assessments
Michaelmas Sep – Oct		<p><b>Features of businesses</b></p> <p>Ownership Private, Public, Not-for-profit Liability Purpose and scope of business activities, sectors and size Reasons for success</p> <p><b>Stakeholders and their influence</b> Internal and external stakeholders</p> <p><b>Effective business communications</b></p> <ul style="list-style-type: none"> <li>• Written and oral</li> </ul> <p><b>Structure and organisation</b></p> <ul style="list-style-type: none"> <li>• Organisational structures</li> <li>• Functional and operational areas</li> </ul> <p><b>Aims and objectives</b></p> <ul style="list-style-type: none"> <li>• Aims of businesses in the private, public and not-for-profit sectors:</li> <li>• Mission, vision and values</li> <li>• SMART objectives</li> <li>•</li> </ul>	Assignment 1
Christmas Nov – Dec  Assessment One 14/11/16	2/12/16 Data due AF1	<p><b>External environment</b></p> <ul style="list-style-type: none"> <li>• Political</li> <li>• Economic, fiscal, monetary and other government policies</li> <li>• Social attitudes to saving, spending and debt; social responsibility requirements; change</li> <li>• Technological change</li> <li>• Environmental factors and ethical trends</li> <li>• Legal environment</li> </ul> <p><b>Internal environment</b></p> <ul style="list-style-type: none"> <li>• Corporate culture</li> <li>• Corporate Social Responsibility (CSR)</li> <li>• Ethics</li> </ul> <p><b>Competitive environment</b></p> <ul style="list-style-type: none"> <li>• Competition (local, national and international)</li> <li>• Factors influencing competitive advantage</li> <li>• Benefits and importance of establishing and maintaining a competitive advantage</li> </ul> <p><b>Situational Analysis</b></p> <ul style="list-style-type: none"> <li>• Using various techniques to assess the business environment <ul style="list-style-type: none"> <li>○ PESTLE analysis</li> <li>○ SWOT analysis</li> </ul> </li> </ul>	Assessment 2

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		<ul style="list-style-type: none"> <li>○ 5C's analysis</li> <li>• Porter's Five Forces</li> </ul> <p><b>Different market structures</b></p> <ul style="list-style-type: none"> <li>• Perfect competition, imperfect competition</li> <li>• Number of firms</li> <li>• Freedom of entry</li> <li>• Nature of product</li> </ul> <p><b>Relationship between demand, supply and price</b></p> <ul style="list-style-type: none"> <li>• Influences on demand</li> <li>• Influences on supply</li> </ul> <p>Elasticity</p> <p><b>Pricing and output decisions</b></p> <ul style="list-style-type: none"> <li>• Impact on pricing and output decisions in different market structures</li> </ul> <p>Responses by business to pricing and output decisions of competitors in different market structures.</p>	
<p>Epiphany Jan – Feb</p>		<p><b>Role of innovation and enterprise</b></p> <ul style="list-style-type: none"> <li>• Innovation</li> <li>• Enterprise</li> </ul> <p><b>Benefits and risks associated with innovation and enterprise</b></p> <ul style="list-style-type: none"> <li>• Benefits</li> <li>• Risks</li> </ul>	<p>Assignment 3</p>
<p>Easter Mar – April</p> <p>Assessment Two 06/03/2017</p>		<p><b>Unit 2 – Developing a Marketing Campaign</b></p> <p><b>The role of marketing</b></p> <ul style="list-style-type: none"> <li>• Principles and purposes of marketing:             <ul style="list-style-type: none"> <li>○ anticipating demand</li> <li>○ recognising demand</li> <li>○ stimulating demand</li> </ul>             satisfying demand.           </li> <li>• Principles and purposes of marketing:             <ul style="list-style-type: none"> <li>○ anticipating demand</li> <li>○ recognising demand</li> <li>○ stimulating demand</li> </ul>             satisfying demand.           </li> <li>• Marketing aims and objectives:             <ul style="list-style-type: none"> <li>○ understanding customer wants and needs</li> <li>○ developing new products</li> <li>○ improving profitability</li> <li>○ increasing market share</li> <li>○ diversification</li> </ul>             increased brand awareness and loyalty.           </li> <li>• Types of market – mass and niche market. Market segmentation.</li> </ul>	

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		<p>Branding, brand personality, brand image, unique selling point (USP), implications of business size for marketing activity, budgetary constraints, availability of specialist staff.</p> <p><b>Influences on marketing activity</b></p> <ul style="list-style-type: none"> <li>• Internal influences: <ul style="list-style-type: none"> <li>○ cost of the campaign</li> <li>○ availability of finance</li> <li>○ expertise of staff</li> </ul> </li> </ul> <p>size and culture of the business.</p> <ul style="list-style-type: none"> <li>• External influences: <ul style="list-style-type: none"> <li>○ social</li> <li>○ technological</li> <li>○ economic</li> <li>○ environmental</li> <li>○ political</li> <li>○ legal</li> <li>○ ethical.</li> </ul> </li> </ul> <p><b>Purpose of researching information to identify the needs and wants of customers</b></p> <ul style="list-style-type: none"> <li>• To identify target markets.</li> <li>• To identify size, structure and trends in the market.</li> </ul> <p>To identify competition.</p> <p><b>Market research methods and use</b></p> <p>Primary research</p> <ul style="list-style-type: none"> <li>• Secondary research: <ul style="list-style-type: none"> <li>○ internal</li> <li>○ external</li> </ul> </li> <li>• Importance of validity, reliability, appropriateness, currency, cost.</li> <li>• Quantitative and qualitative data, when and where used.</li> <li>• Sufficiency and focus of the research.</li> <li>• Selection and extraction.</li> </ul>	
<p><b>Whitsun</b> May – June</p>	<p><b>22/03/17</b> <b>Data due</b> <b>AF2</b></p>	<p><b>Developing the rationale</b></p> <ul style="list-style-type: none"> <li>• Interpretation, analysis and use of data and other information to make valid marketing decisions.</li> <li>• Identification of any further sources of information that may be required.</li> </ul> <p>Evaluation of the reliability and validity of the information obtained.</p> <ul style="list-style-type: none"> <li>• Interpretation, analysis and use of data and other information to make valid marketing decisions.</li> </ul>	

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		<ul style="list-style-type: none"> <li>• Identification of any further sources of information that may be required.</li> </ul> <p>Evaluation of the reliability and validity of the information obtained</p> <p><b>Marketing campaign activity</b></p> <ul style="list-style-type: none"> <li>• Selection of appropriate marketing aims and objectives to suit business goals.</li> <li>• Situational analysis: SWOT and PESTLE.</li> </ul> <p>Use of research data to determine target market.</p> <ul style="list-style-type: none"> <li>• Use of research data to conduct competitor analysis.</li> </ul> <p><b>Marketing mix</b></p> <p>Product development.</p> <ul style="list-style-type: none"> <li>• Pricing strategies.</li> </ul> <p>Promotional advertising, public relations (PR). Sponsorship, use of social and other media, guerrilla marketing, personal selling, product placement, digital marketing, corporate image.</p> <ul style="list-style-type: none"> <li>• Place, distribution channels.</li> </ul> <p>Extended marketing mix. Content of the marketing message.</p> <p><b>Appropriateness of marketing campaign</b></p> <ul style="list-style-type: none"> <li>• How far the marketing activity reinforces brand value.</li> <li>• The sustainability of marketing activities.</li> </ul> <p>Flexibility of the campaign to respond</p> <ul style="list-style-type: none"> <li>• to both internal and external changes.</li> <li>• Relevance to organisational goals.</li> <li>• Appropriateness to target market.</li> </ul> <p>Legal and ethical considerations.</p>	
<p>Trinity Jun – July Assessment Three 19/06/2017</p>	<p>05/07/17 Data due AF3</p>	<p>Practice assessment activity. Revision session Mock assessment Research for the external assessment</p>	<p>Assignment 1 Externally Assessed</p>

## St Chad's Catholic and Church of England High School

KS3 Programme of Study		Subject: BTEC first Level 2 in Business	Year group: Y12
Term	Data collection dates	Programme of study	Key assessments
Michaelmas Sep – Oct		<p><b>Introductory unit to access students level</b></p> <p><b>Unit 1 Enterprise in the Business World</b> What is a business and what does it do? The term ‘business’ can cover anything from a sole trader in a local market to a multinational corporation selling products to millions of people all over the world.</p> <p>students will explore different types of business ownership and how these relate to the size and scale of a business, as well as how the type of ownership impacts on the responsibilities of the owners of a business. Combined with looking at types of business model, you can begin to understand how diverse the world of business is.</p>	Coursework
Christmas Nov – Dec	2/12/16 Data due AF1	<p><b>Unit 2 Finance for Business</b> All businesses have to spend money before they can make a profit, and when they spend money, they incur costs. In this unit, you will explore the types of costs that businesses incur, from the initial start-up costs involved in setting up a business to the ongoing daily costs of running the business. You will then explore the ways in which the sale of products and services generates revenue, so that you can develop your understanding of profit -</p>	External Examination
Epiphany Jan – Feb		<p><b>Promoting a Brand</b> A successful business promotes itself to customers through its brand and image. In this unit, you will find out what it takes to build a brand and what a business has to consider when planning brand development. You will investigate the importance of branding to a business, the types of branding that are available and why businesses need to review and update their brands. You will consider the important role of promotion and its place within the marketing mix. You will discover that promotion is a communication process, involving the sending and receiving of messages via a particular medium. It is not enough to have excellent products on offer at competitive prices; the benefits of these products must be clearly communicated to customers in order to encourage sales and, ultimately, make a profit</p>	coursework
Easter Mar – April	Assessment Two 06/03/2017	<p><b>Principles of Customer Service</b> In a world of increasing competition, businesses across all sectors realise that their level of customer service can give them a competitive advantage. Keeping customers happy can be key to business success, especially as it costs a great deal more to attract new customers than to keep existing ones. Therefore, building relationships with customers and providing consistent and reliable customer service to meet their needs and expectations is vital. This involves good communication and interpersonal skills, as well as a good knowledge of the product or service provided. This unit develops and broadens your understanding of customer</p>	coursework

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		service in different businesses. You will develop your knowledge and understanding of customer needs and expectations and be given the opportunity to examine a wide range of different types of internal and external customers. It is also important to understand how businesses set internal policies and procedures to ensure that staff maintain customer service standards	
Whitsun May – June	22/03/17 Data due AF2	<b>Revision for any Re-sit examinations.</b>	
Trinity Jun – July Assessment Three 19/06/2017	05/07/17 Data due AF3		

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<b>KS3 Programme of Study</b>		<b>Subject:</b> BTEC National Level 3 in Business (100% coursework)	<b>Year group: Y13</b>
<b>Term</b>	<b>Data collection dates</b>	<b>Programme of study</b>	<b>Key assessments</b>
Michaelmas Sep – Oct		<b>Unit 3 – Introduction to marketing</b>  The aim and purpose of this unit is to give learners an understanding of how marketing, research and planning and the marketing mix are used by all organisations.	
Christmas Nov – Dec  Assessment One 14/11/16	2/12/16 Data due AF1	Review prior learning	Unit 3 coursework
Epiphany Jan – Feb		<b>Unit 4</b> The aim of this unit is to show learners that the collection and management of business information and the successful communication of that information throughout a business, is critical for the future prosperity of the organisation.	Unit 4 coursework
Easter Mar – April  Assessment Two 06/03/2017		<b>Unit 36</b> The aim of the unit is to equip learners with sufficient understanding of the requirements of a business website to enable them to procure a website or work with technical specialists.	Unit 36 coursework
Whitsun May – June	22/03/17 Data due AF2		
Trinity Jun – July Assessment Three 19/06/2017	05/07/17 Data due AF3		