

BTEC National Business: Year 12
Pearson BTEC

Units for both Diploma & Extended Certificate groups			Additional units for Diploma group only	
Unit	Unit 1: Exploring Business	Unit 2: Developing a Marketing campaign	Unit 3: Personal & Business Finance	Unit 5: International Business
Aut 1	<p>LA A: Explore the features of different businesses and analyse what makes them successful</p> <p>A1 Features of businesses</p> <p>A2 Stakeholders and their influence</p> <p>A3 Effective business communications</p> <p>LA B Investigate how businesses are organised</p> <p>B1 Structure and organisation</p> <p>B2 Aims and Objectives</p>	<p>LA A The Principles & purposes of Marketing</p> <p>A1 Role of Marketing</p> <p>A2 Influences on marketing activity</p>	<p>LA A managing personal finance: the functions of money, planning expenditure, methods of payment, current accounts, methods of borrowing and saving</p> <p>LA B Personal finance sector: financial institutions, business communication, consumer protection, consumer advice</p>	<p>LA A Explore the international context for business operations</p> <p>A1 International business</p> <p>A2 Financing of international business</p> <p>A3 Support for international business</p>
Aut 2	<p>LA B: Complete from Aut 1</p> <p>LA AB Assignment</p>	<p>LA 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> <p>B2 Market research methods and use</p> <p>B3 Developing the rationale</p>	<p>LA C: accounting: purpose and performance of a business, capital and revenue income, capital and revenue expenditure</p> <p>LA D sources of business finance: internal & external</p>	<p>LA B Investigate the international economic environment in which business operates</p> <p>B1 Globalisation</p> <p>B2 International trading blocs</p> <p>B3 Barriers to international business</p> <p>LA AB Assignment</p>
Spr 1	<p>LA C</p> <p>Examine the environment in</p>	<p>LA C Planning & Developing a Marketing campaign</p>	<p>LA E: Break even & cash flow forecast: construction of,</p>	<p>LA C Investigate the external factors that influence</p>

	<p>which businesses operate</p> <p>C1 External environment C2 Internal environment C3 Competitive environment C4 Situational analysis</p>	<p>C1 Marketing campaign activity C2 Marketing mix C3 The marketing campaign C4 Appropriateness of marketing campaign</p>	<p>calculation, analysis and evaluation</p> <p>LA F: statement of comprehensive income: Statement of financial position Measuring profitability/efficiency: gross profit margin, mark up, net profit margin, ROCE, Current ratio, liquid capital ratio, Trade receivable/payable days, inventory turnover</p> <ul style="list-style-type: none"> • construction of, calculation, analysis and evaluation 	<p>international businesses</p> <p>C1 External influences C2 International business support systems</p>
Spr 2	<p>LA D Examine business markets</p> <p>D1 Different market structure D2 relationship between demand, supply and price D3 pricing and output decisions</p>	<p>Unit 2 PPE</p> <p>LA C Planning & Developing a Marketing campaign (continue)</p>	<p>Unit 3 PPE</p> <p>Revision and preparation for May exam</p>	<p>LA D Investigate the cultural factors that influence international businesses</p> <p>D1 Cultural factors D2 Impact of cultural factors LA CD Assignment</p>
Sum 1	<p>LA CD Assignment</p> <p>LA E Investigate the role and contribution of innovation and enterprise to business success</p> <p>E1 Role of innovation and enterprise E2 Benefits and risks associated with innovation and enterprise</p>	<p>Unit 2 Exam (external assessment) and revision/preparation</p>	<p>Unit 3 Exam (external assessment) and revision/preparation</p>	<p>LA E Examine the strategic and operational approaches to developing international trade</p> <p>E1 Strategies for operating internationally E2 Resource considerations</p>

Sum 2	Complete LA E LA E Assignment	LA A managing personal finance: the functions of money, planning expenditure, methods of payment, current accounts, methods of borrowing and saving LA B Personal finance sector: financial institutions, business communication, consumer protection, consumer advice		LA E Assignment
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BTEC National Business: Year 13
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Units for Extended Certificate groups		
	Unit 3: Personal & Business Finance	Unit 8: Recruitment & Selection
Aut 1	LA C: accounting: purpose and performance of a business, capital and revenue income, capital and revenue expenditure LA D sources of business finance: internal & external	LA A Examine how effective recruitment and selection contribute to business success A1 Recruitment of staff A2 Recruitment and selection process A3 Ethical and legal considerations in the recruitment process
Aut 2	LA E: Break even & cash flow forecast: construction of, calculation, analysis and evaluation LA F: statement of comprehensive income: Statement of financial position Measuring profitability/efficiency: gross profit margin, mark up, net profit margin, ROCE, Current ratio, liquid capital ratio Trade receivable/payable days, inventory turnover construction of, calculation, analysis and evaluation Unit 3 PPE	LA A Assignment LA B Undertake a recruitment activity to demonstrate the processes leading to a successful job offer B1 Job applications B2 Interviews and skills
Spr 1	Revision & preparation for Unit 3 Exam Unit 3 exam	Complete LA B LA C Reflect on the recruitment and selection process and your individual performance C1 Review and evaluation C2 SWOT analysis and action plan
Spr 2	If required Revision & preparation for any resits for Unit 3 Exam	LA C Assignment
Sum 1	If required: Unit 3 Exam (external assessment) and revision/preparation	Complete LA C Assignment

Units for Diploma group only

	Unit 4: Managing an Event	Unit 19 Pitching for a new Business	Unit 3: Personal & Business Finance	Unit 6: Principles of Management
Aut 1	<p>LA A Explore the role of an event organiser</p> <p>A1 Different tasks needed to be completed by an event organiser</p> <p>A2 Different skills needed by an effective event organiser</p> <p>A3 Common formats for skills audit collection</p>	<p>LA A Explore ideas for a micro business start up</p> <p>A1 Exploration of ideas for a micro-business start-up</p> <p>A2 Models for business opportunities</p> <p>A3 Factors to be considered when setting up a micro-business</p>	<p>LA C: accounting: purpose and performance of a business, capital and revenue income, capital and revenue expenditure</p> <p>LA D sources of business finance: internal & external</p>	<p>LA A: Definitions and functions of management and leadership, Business cultures</p> <p>LA B: Management & leadership styles and skills</p>
Aut 2	<p>LA A Assignment</p> <p>LA B Investigate the feasibility of a proposed event</p> <p>B1 Different types of event, and the factors affecting success</p> <p>B2 Feasibility measures and critical success factors</p>	<p>LA B Develop a business plan for viable micro business</p> <p>B1 Market analysis and planning</p> <p>B2 Legal aspects</p> <p>B3 Financial aspects</p> <p>B4 Evaluation</p>	<p>LA E: Break even & cash flow forecast: construction of, calculation, analysis and evaluation</p> <p>LA F: statement of comprehensive income: Statement of financial position</p> <p>Measuring profitability/efficiency: gross profit margin, mark up, net profit margin, ROCE, Current ratio, liquid capital ratio</p> <p>Trade receivable/payable days, inventory turnover</p> <p>construction of, calculation, analysis and evaluation</p>	<p>LA C: Human Resources: labour market analysis, human resources planning, contract types, labour force turnover, productivity and absenteeism.</p> <p>LA D: factors influencing management, motivation and performance: theories of motivation (Maslow, Herzberg, Taylor, Mayo)</p> <p>Financial v non-financial motivators, Performance management & training</p>
Spr 1	<p>LA C Develop a detailed plan for a business, social or social enterprise event</p>	<p>LA C Carry out a pitch for funding for the chosen micro business</p>	<p>Unit 3 Exam (external assessment) and revision/preparation</p>	<p>LA E: Managing change: factors influencing change, impact of stakeholders</p>

	<p>C1 Event planning and the use of planning tools C2 Factors to be considered, including budgets, resources and contingency planning LA BC Assignment</p>	<p>C1 Documents and materials for pitch to audience C2 Professional presentation skills demonstrated in the pitch C3 Review and evaluation of the pitch</p>		<p>LA F: Quality Management & standards</p>
Spr 2	<p>LA D Stage and manage a business or social enterprise event D1 Management of the event D2 Problem solving</p>	<p>LA BC Assignment</p>		<p>Unit 6 PPE Revision and preparation for exam</p>
Sum 1	<p>LA E Reflect on the running of the event and evaluate own skills development LA D Event</p> <p>E1 Evaluation of the event E2 Reflect on the running of the event and evaluate own skills development</p>			<p>Unit 6 Exam (external assessment) and revision/preparation</p>