



St John's Curriculum Overview – Year 12



Subject title	Business BTEC Level 3	Introduction The BTEC Business course is the equivalent to one A level and covers a range of business themes. The philosophy of the course is investigative and exploratory, with students developing applied employment-related skills. Students undertake independent research into real businesses and evaluate the factors which affect business success. Student work is evaluated internally and externally by written reports, presentations, and exams.
Setting arrangements	Not set by prior attainment	
Time allowance each fortnight	9 hours	

Topics, Skills and Assessment covered during the course

Term Topic	Syllabus Unit/Theme	Subject content	Assessment details
Term 1 To half term	Unit 1 – Exploring Businesses	Topic 1A: Explore businesses and what makes them successful - features of businesses, stakeholders, and effective communications Topic 1B: Investigate how businesses are organised - structure aims and objectives	Practice assessments and tests One formal written assignment (internal)
Term 2	Unit 1 – Exploring Business (cont.)	Topic 1C: Examine the environment in which businesses operate – external and internal environment, competitive environment and situational analysis Topic 1D: Examine business markets – different market structures, relationship between demand, supply and price; pricing and output decisions	Practice assessments and tests One formal written assignment (internal)
Term 3	Unit 1 (cont.) Unit 2 – Developing a Marketing Campaign	Topic 1E: Explore the role of innovation and enterprise - role of innovation and enterprise; benefits and risks of innovation and enterprise Topic 2A: Introduction to the purposes and principles of marketing - role of marketing, influences on marketing activity	One formal assessed presentation (internal) Applied case study practice
Term 4	Unit 2 – Developing a Marketing Campaign (cont.)	Topic 2B: Develop the rationale for a marketing campaign – purpose of researching information to identify wants and needs; market research methods and use; developing the rationale	Applied case studies and research Exam practice (internal) Mock exam (internal)

		Topic 2C: Planning and developing a marketing campaign – marketing campaign activity; marketing mix; the marketing campaign; appropriateness of marketing campaigns	
Term 5	Unit 2 – Developing a Marketing Campaign (cont.)	Revision and preparation for externally supervised assessment on Developing a marketing campaign	Pre-release material (26-04-21) External exam (11-05-21)
Term 6	Unit 3 Introduction – Personal & Business Finance	Introduction to Unit 3, to be continued in Year 13 Term 1	External exam January 2022

TBA

Resources Recommended for Revision and where they are available:

These resources are available on loan from the 6th form library and from the Business department

- Pearson BTEC National Student Book I ISBN 978-1-292-12624-1
- Pearson BTEC Level 3 National Certificate in Business: formal specification, course materials, published resources and revision guides:

<https://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html>

- Lesson materials, activities, assignment briefs, writing frames and PPTs will be available to students in relevant class folders

Homework

- Homework will be set frequently and there is a high demand for significant independent work, research, and documentation outside of lesson time.
- Students are expected to be proactive in keeping abreast of business affairs, progressing their research independently, and managing interactions with businesses they may be in contact with, as well as being highly organised and diligent in documentation their notes and research.

Additional support and help for the course:

Extra-Curricular:

BTEC Level 3 Business naturally lends itself to an exploration of business and current affairs and presents opportunities for students to investigate those aspects of business and employment which most interest them within the bounds of the overall Topics in the course.