



Year 12 BTEC Business Learning Journey

When?	Understanding	Knowledge	Assessment
	<p>flow forecasting and break even. They investigate sources of finance and complete accounting ratios.</p> <p>Unit 2: (External Exam) Learners research market for products, learn about the marketing mix and apply their theory to the context that is provided. They apply marketing principles to real world examples. Once they have learnt about market research and carried it out they develop a rationale for a marketing campaign.</p> <p>Unit 4: (Internal Assessed Coursework) Learners investigate the role of an event organiser and the skills involved. They create a personal skills audit and apply their own skills to the audit.</p> <p>Unit 8: (Internal Assessed Coursework)</p>	<p>C Understand the purpose of accounting D Select and evaluate different sources of business finance E Break-even and cash flow forecasts F Complete statements of comprehensive income and financial position and evaluate a business's performance</p> <p>A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign B Using information to develop the rationale for a marketing campaign C Planning and developing a marketing campaign</p> <p>A1 Different tasks needed to be completed by an event organiser A2 Different skills needed by an effective event organiser A3 Common formats for skills audit collection</p> <p>A1 Recruitment of staff</p>	

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	<p>Learners examine the benefits of recruitment and what makes effective recruitment as well as how it can contribute to the success of the organisation. Learners need to investigate the legal and ethical considerations when hiring employees.</p>	<p>A2 Recruitment and selection process A3 Ethical and legal considerations in the recruitment process</p>	

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<p>Spring Half Term 1</p>	<p>Unit 1: In this introductory unit, learners study the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive. Learners investigate demand and supply and how they affect pricing decisions and the impact of competition and supplier chains on success.</p> <p>Explore the features of different businesses and analyse what makes them successful</p>	<p>C1 External environment C2 Internal environment C3 Competitive environment C4 Situational analysis 1 Different market structure D2 Relationship between demand, supply and price D3 Pricing and output decisions</p>	<p>BTEC Assignment Unit 1 Assignment B Unit 4 Assignment B Unit 5 Assignment B Unit 8 Assignment C (Spring term 1)</p> <p>Mock mini assignments and mini tests in line with the specification and Gunnersbury marking policy</p> <p>Other in subject assessments that will happen</p> <p>Response to the feedback on formative and summative assessment tasks.</p>
<p>Spring Half Term 2</p>	<p>Unit 5: In this unit, learners study how businesses go international and they look at external influences in two different countries, the business environment, cultural changes and how they impact businesses.</p> <p>Unit 4: Learners assess the types of event that they</p>	<p>C1 External influences C2 International business support systems D1 Cultural factors D2 Impact of cultural factors</p> <p>B1 Different types of event, and the factors affecting success B2 Feasibility measures and</p>	<p>Weekly worksheets that provide research and activities that contribute towards the assignment.</p>

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	<p>can run and create success factors for a future event. They then prepare their event using different software, they create budgets working in groups and contingency plans for the event.</p> <p>Unit 8: Learners create CV, letter of application to be successful in a job role. They also create interview questions and role play the interview.</p>	<p>critical success factors C1 Event planning and the use of planning tools C2 Factors to be considered, including budgets, resources and contingency planning</p> <p>B1 Job applications B2 Interviews and skills</p>	

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	<p>performance of the event.</p> <p>Unit 8: Learners reflect on the recruitment and selection process and their individual performance</p>	<p>C1 Review and evaluation C2 SWOT analysis and action plan</p>	