



Year 13 BTEC Business Learning Journey

YEAR GROUP: Year 13 BTEC Learning Map

SUBJECT: BTEC Business Extended Diploma

When?	Understanding	Knowledge	Assessment
Autumn Half Term 1	Unit 14: (Internal Assessed Coursework) In this unit learners study about the different approaches to customer service as well as the benefits of good customer service. They look at how policies and laws embed customer service and the impact this has on businesses. Learners also research how organisations can monitor and evaluate customer service and the impact it can have on wider stakeholders.	A1 Customer service in business A2 Customer expectations and satisfaction A3 Benefits of building customer relationships A4 Customer service legislation and regulations B1 Monitoring and evaluating customer service provision B2 Indicators in improved performance	BTEC Assignment Unit 14 Assignment A (Autumn Term 1) Unit 14 Assignment B (Autumn Term 2) Unit 16 Assignment A (Autumn Term 1) Unit 22 Assignment A (Autumn Term 1) Unit 22 Assignment B (Autumn Term 2) Unit 21 Assignment A (Autumn Term 2) Unit 6 Mock Exam (Autumn term 2) Unit 7 Mock Exam (Autumn term 2)
Autumn Half Term 2	Unit 16: (Internal Assessed Coursework) Learners explore how retail outlets apply visual merchandising and display techniques in line with legislation and safety considerations. Unit 6: (External Exam) Learners study the principles of management and motivational theory. Different management styles are analysed	A1 Visual merchandising A2 Display techniques A3 Legislation and safety considerations A The definitions and functions of management B Management and leadership styles and skills	Mock mini assignments and mini tests in line with the specification and Gunnersbury marking policy Other in subject assessments that will happen Response to the feedback on formative and summative assessment tasks. Weekly worksheets that provide research and activities that contribute towards the assignment.

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	<p>as well as human resource planning and performance management. Learners investigate different management styles.</p> <p>Unit 7: (External Exam) Learners research this unit as it is a synoptic unit drawing on previous units that they have studied. This combines, finance, marketing and market research as well as business and international environment and management strategies. They will do statistical analysis to present a coherent business idea.</p> <p>Unit 21: (Internal Assessed Coursework) Learners investigate training and development in a selected business and the associated costs and benefits</p>	<p>C Managing human resources D Factors influencing management, motivation and performance of the workforce E Impact of change F Quality management</p> <p>A Business plans B Decision making in business C Use of research to justify the marketing of a business D Efficient operational management of the business E Understand the importance of managing resources. F Creation and interpretation of financial forecasts G Viability of a business H Demonstrate business skills/IT skills</p> <p>A1 Training and development A2 Reasons for training A3 Identification of training needs</p>	

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	<p>Unit 22: (Internal Assessed Coursework) Learners examine the benefits of market research both primary and secondary as well as the drawbacks. Learners assess the role of marketing agencies. Learners then create a pilot marketing study from a marketing brief and then they carry out the final study to meet a specific marketing objective.</p>	<p>A1 Purpose of market research A2 Types of research A3 Appropriateness of choice of research B1 Planning stage B2 Implementation stage</p>	

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Spring Half Term 1 Spring Half Term 2	<p>Unit 14: In this introductory unit, learners carry out different customer service and they then reflect on their performance in different scenarios and create a performance improvement plan.</p> <p>Unit 16: Learners examine the psychological and technological merchandising techniques used to influence customers. Learners will then create a successful display for a retail outlet through the use of appropriate visual merchandising techniques</p> <p>Unit 21: Learners examine the planning and delivery of training programmes in a selected business. Learners develop an appropriate induction programme for a group of new starters in a selected business.</p>	<p>C1 Customer service skills and behaviours C2 Dealing with customer service requests and complaints C3 Individual skills audit and development plan</p> <p>B1 Psychology of visual merchandising B2 Psychological techniques B3 Technological techniques C1 Retail outlets C2 Success factors C3 Legal and safety aspects</p> <p>B1 Types of training B2 Costs and benefits of training and development C1 Induction C2 Benefits of a good induction programme and costs of a poor induction programme</p>	<p>BTEC Assignment Unit 14 Assignment C Unit 22 Assignment C Unit 16 Assignment B and C Unit 21 Assignment B and C (Spring term 1) Unit 6 External Exam Unit 7 External Exam</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>Weekly worksheets that provide research and activities that contribute towards the assignment.</p>

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	Unit 22: Learners analyse and present market research findings and recommend process improvements	C3 Developing an appropriate induction programme C1 Statistical analysis and interpretation of primary and secondary research C2 Presentation of research results C3 Value of the information	

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Summer Half Term 1	Final Unit to be decided based on strengths of the learners. Further support consolidating completed units.	Learning Aim A B and C	Mock mini assignments and mini tests in line with the specification and Gunnersbury marking policy Other in subject assessments that will happen Response to the feedback on formative and summative assessment tasks. Weekly worksheets that provide research and activities that contribute towards the assignment.
Summer Half Term 2			