

Year 12 BTEC Business

Year Calendar Plan

Dates	Lesson Focus	Assessment/Revision
Term 1	<p>A1 Features of businesses A2 Stakeholders and their influence A3 Effective Business communications B2 Aims and Objectives: aims in different sectors and investigating different aims, aims linked to structure and how these are achieved Research companies (Coca Cola, Cadburys, Oxfam etc) and introduce assessment LA A and B How to complete evidence LA A and B Tasks</p> <p>How to complete evidence LA A and B Tasks PC1 Review PC check evidence Portfolio evidence LA A & B</p>	<p>Investigate four business</p> <p>Investigate stakeholders in Cadbury's and how communication is done</p> <p>Investigation A3</p> <p>Organisation structure of TAH explained Organisation structure at TAH explanation – link to aims</p> <p>Portfolio Evidence tasks Portfolio evidence tasks</p> <p>Model assignment and moderator report review, self-reflection</p>
Term 2	<p>C1 External environment – PESTLE analysis TAH C2 Internal environment – corporate culture, CSR and ethics, case studies (Google, Greenpeace, Flip Flops, Gandys) C3 competitive environments – competition (local, national, international) Factors, benefits and importance of influencing competitive advantage C4 Situational analysis - use of SWOT, PEST, 5Cs, Porters 5 forces for company research D1 Different Market Structure – perfect and imperfect competition, features of different market structure D2 Relationship between demand supply and price – influences on supply and demand, elasticity D3 Pricing and output decisions – impact on pricing and output decisions in different market structures, responses by businesses How to complete LA C and D – review examples material and examiner reports Portfolio evidence LA C and D</p>	<p>Investigate a company to report back</p> <p>Conduct three situational analysis tools for chosen business Investigation into Lidl</p> <p>Investigation into changes in demand for different products</p> <p>Case study questions – festival pricing, rail ticket pricing etc.</p> <p>Portfolio practice tasks</p>
Term 3	<p>Completing LA C & D portfolio evidence Completing LA C & D portfolio evidence</p> <p>Unit 2 A1 Role of Marketing Purpose & principles of marketing, marketing aims and objectives, mass & niche market Market segmentation, branding Internal & external influences Target markets, trends and size of market, identify competition</p>	<p>Unit 1 portfolio evidence Unit 1 portfolio evidence</p>
Term 4	<p>B1 purpose of research to identify needs & wants of customers Target markets, trends and size of market, identify competition B2 market research methods and use Primary, secondary research, Importance of validity, reliability, cost Quantitative & qualitative B3 developing the rationale Interpretation analysis and use of data etc. to make decisions, product life cycle</p> <p>C1 marketing campaign activity Selecting of appropriate marketing aims, SWOT & PESTLE use of data for target market & competitor analysis C2 Marketing Mix Decisions involved C3 The marketing campaign Content of marketing message selection of appropriate media, allocation of campaign budget, timeline and evaluation of campaign C4 Appropriateness of marketing campaign Support for brand, sustainability of marketing activities, flexibility of campaign, relevance to goals, appropriateness to target market, legal & ethical decisions</p>	<p>Unit 1 portfolio evidence & unit 2 prep</p>
Term 5	<p>Unit 2 Pre- release tasks</p> <p>Unit 2 prep & exam</p> <p>Completing Unit 1 Learning Aim A & B, C & D</p> <p>Improving Learning Aim A & B, C & D</p>	<p>Unit 2 pre-release prep Unit 2 pre-release prep Completing Unit 1 Learning Aim A & B, C & D</p> <p>Improving Learning Aim A & B, C & D</p>
Term 6	<p>Unit 1 -E1 role of enterprise</p> <p>Unit 1 -E2 benefits and risks of innovation & enterprise</p> <p>Unit 3 Role and function of money Payment methods Current accounts Borrowing methods</p> <p>Unit 3 -Savings and investment methods</p>	<p>Create evidence learning aim E unit 1 Completing Unit 1 Completing Unit 1</p>