

Curriculum Assessment Map

Year: 12/13

Subject: BTEC Business

Year 12

| ½ TERM | TAUGHT CURRICULUM | TAUGHT SKILLS | SUMMATIVE ASSESSMENT TITLE/TYPE | ASSESSMENT CRITERIA | LEARNED CURRICULUM |
|---------------|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| TOPIC | | | | | |
| 1 | Unit 1 Assignment 1 | Understanding the key features of a business Understanding the structure of an organisation | Written assignment | Compare and contrast two organisations in different sector and industries. Students are required to compare the key features, look for reasons behind their success, look at the effectiveness of communication between employees, and compare how well they communicate with stakeholders | Reading Analysis Planning Reviewing Recommending Justifying |
| 2 | Unit 1 Assignment 2 | Understanding how the internal and external environment affects business Understanding of different market structures and how they affect businesses | Written assignment | Investigate how businesses need to consider their internal and external environment and the impact that this is likely to have on them in a positive and negative way. | Reading Analysis Planning Reviewing Recommending Justifying |
| 3 | Unit 2 | Introduction to the principles of marketing that underpin the creation of a rationale for a marketing campaign | Mock exam | the role of marketing and the types of market that a business might operate in. Students should investigate the impact of market segmentation and the power of branding. | Reading Analysis Planning Reviewing Recommending Justifying |
| 4 | Unit 2 | Using information to develop the rationale for a marketing campaign | Mock exam | The key aim is to look at how market research can be used to determine the marketing campaign that is chosen. | Reading Analysis Planning Reviewing Recommending Justifying |

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| 5 | Unit 2 | Planning and developing a marketing campaign | exam | develop a marketing campaign using analysis tools to help make informed decisions and consider factors that are likely to affect the campaign chosen i.e. time and budget. | Reading Analysis Planning Reviewing Recommending Justifying |
| 6 | Unit 1 Assignment 3 | Understanding of how innovation and enterprise has led to business success | Written assignment | look at the impact that innovation has had on the success of a business and how it can manifest itself in different ways. | Reading Analysis Planning Reviewing Recommending Justifying |

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| TOPIC | | | | | |
| 1 | Unit 3 | Understand the importance of managing personal finance To explore the personal financial sector | Mock exams | Function and role of money Personal finance Methods of payment Current accounts Methods of borrowing Insurance Financial institutions Communicating with customers Capital and expenditure | Reading Analysis Planning Reviewing Recommending Justifying |
| 2 | Unit 3 | To select and evaluate sources of business finance Break even and cash flow forecasts | Mock exams | Sources of finance Internal and external sources of finance plus advantages and disadvantages | Reading Analysis Planning Reviewing Recommending Justifying |

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| 3 | Unit 3 | To compare statements of comprehensive income and financial position and evaluate a business's performance | External exam | Break even Uses of break even Statement of comprehensive income Statement of financial position Ratio analysis | Reading Analysis Planning Reviewing Recommending Justifying |
| 4 | Unit 8- Assignment 1 | Recruitment of staff Recruitment and selection process Ethical and legal considerations in the recruitment process | Written assignment | Examine how effective recruitment and selection contribute to business success | Reading Analysis Planning Reviewing Recommending Justifying |
| 5 | Unit 8- Assignment 2 | Job applications Interview skills Review and evaluation SWOT and action plan | Written assignment | Undertake a recruitment activity to demonstrate the processes leading to a successful job offer Reflect on the recruitment and selection process and your individual performance | Reading Analysis Planning Reviewing Recommending Justifying |