Wyedean
School and Sixth Form Centre
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Subject	**BTEC Extended Certificate in Business**				Year 12	
	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Topic/Specification reference	**Unit 1: Exploring Business Assignment 1.1**	**Unit 1: Exploring Business Assignment 1.2**	**Unit 2: Developing a Marketing Campaign**			**Unit 1 Assignment 1.3**
Knowledge	Features of businesses Stakeholders and their influence Effective business communications Aims and objectives for two contrasting businesses.	External environment Internal environment Competitive environment Situational analysis Different market structures Relationship between demand, supply and price Pricing and output decisions for one business.	The role of marketing Influences on marketing Market research Developing a rationale Marketing campaign activity Marketing mix The marketing campaign Appropriateness of marketing campaign The theory is taught, followed by 3-4 practice assessments. Shortly after Easter students sit a 3-hour controlled assessment during which they produce a marketing campaign for a pre-released business case study.			Role of innovation and enterprise Benefits and risks associated with innovation and enterprise for a business of their choice.
Skills	In the first year we study contrasting businesses upon which the initial coursework assignments are based. Following this one business is studied in greater depth. Sections of theory are taught, followed by periods when the students are completing their coursework assignments. Students learn to research and analyse information and use it to produce reports on their chosen businesses. They use the internet to research and software to present work. They use computer tools to proofread and correct their written work. After Christmas we prepare for a Marketing Campaign external assessment. Students learn the key elements of marketing and practise producing a number of marketing plans in preparation for the times assessment in May.					
Key vocabulary	See Knowledge Organisers: Unit 1 Unit 2					

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Assessment	Coursework is assessed summatively, but class verbal feedback is given with regular Q&A. Whilst theory is being taught low stakes quizzing helps to check understanding. For the marketing assessment we have at least three practice runs with decreasing levels of support. All are assessed using the mark scheme criteria with detailed feedback provided individually.

Subject	**BTEC Extended Certificate in Business**				Year 13
	Term 1	Term 2	Term 3	Term 4	Term 5
Topic/Specification reference	**Unit 3: Personal and Business Finance Exam**	**Unit 3: Personal and Business Finance Exam**	**Unit 8: Recruitment and Selection Process**	**Unit 8: Recruitment and Selection Process**	
Knowledge	Functions and role of money Different ways to pay Features of financial institutions Communicating with customers Consumer protection Information guidance and advice Purpose of accounting Types of income	Sources of finance Cash flow forecasts Break-even analysis Complete final accounts Evaluate a business's performance	**Assignment 8.1** Effective recruitment and selection Recruitment of staff Recruitment and selection process Ethical and legal considerations in the recruitment process	**Assignment 8.2:** Undertake a recruitment activity Job applications Interviews and skills **Assignment 8.3:** Reflect on your individual performance Review and evaluation	Any remaining. coursework. The majority of students choose to submit their assignment before the deadlines and complete their course before Easter.

	Types of expenditure				
Skills	In the second year students prepare for their personal and business and finance exam in early January. A wide range of financial skills are taught and practised including financial forecasting, ratio calculations and analysis. The usual exam skills of analysis, application and analysis are developed. Following the exam students complete their coursework with a unit on recruitment and selection, which includes interview skills and career planning. Students learn a range of skills that would help them to become entrepreneurs. For coursework units sections of theory are taught, followed by periods when the students are completing their coursework assignments. They use the internet to research and software to present work. They use computer tools to proof-read and correct their written work.				
Key vocabulary	See Knowledge Organisers: Unit 3 Unit 8				
Assessment	Coursework is assessed summatively, but class verbal feedback is given with regular Q&A. Whilst theory is being taught low stakes quizzing helps to check understanding. For the exam unit assessment includes regular low-stakes quizzing, Q&A, use of mini-whiteboards, marked exam questions and several mock exams.				