

Year 12 Business Autumn Overview

The business course *BTEC National Extended Certificate in Business* is made up of 3 compulsory units and 1 optional unit. Unit 1 is a coursework unit, unit 2 and 3 are both examined units, plus a final coursework unit, unit 22.

This term, students will be learning essential theory ready for their external exam in Unit 2 in May 2022 and their coursework in Unit 1 which will be completed before Easter, in three stages.

Autumn Term curriculum

Students will begin the term with an induction to their BTEC Level 3 course. Following this, students will be introduced to the theory needed for Unit 1, with the first of three pieces of coursework introduced by the end of September; this is an analysis of how two businesses are organised in terms of ownership and their stakeholders. The second piece of coursework will be started, based upon a local entrepreneur and how what they do contributes to the local business environment.

Alongside this, students will learn unit 2 theory which focuses around marketing. Both units will be completed by Easter 2022. The exam for Unit 2 will take place in May 2022 and the coursework for Unit 1 will be submitted for external moderation.

By the end of the Autumn term, students should be able to:

1. Explore the features of different businesses and analyse what makes them successful	Explain the different forms of business ownership
	Understand what is meant by a stakeholder in the context of different businesses
	Understand what makes for effective business communications in a business
2. Investigate how businesses are organised	Understand the structure of different businesses Consider the aims and objectives in both the long and short term.
3. Investigate the role and contribution of innovation and enterprise to business success.	Study the Benefits and risks associated with innovation and enterprise
4. Demonstrate knowledge and understanding of marketing principles, concepts, processes, key terms, data sources and definitions	Investigate the role of marketing Consider the Influences on marketing activity
5. Analyse marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing campaigns	Understand the Purpose of researching information to identify the needs and wants of customers
	Understand the different Market research methods and use to investigate a business situation
	Develop a rationale for a marketing campaign.

Assessment - Students will be assessed formatively through completion of homework as well as through past exam questions and coursework preparation.

Useful websites to support and challenge learning

- www.tutor2u.com excellent for revision notes and activities
- All newspaper websites e.g. Guardian, Times, Independent, (Telegraph although they have recently introduced a paywall)
- www.moneysavingexpert.com Martin Lewis, personal Finance Guru. His programmes and regular feature on GMB are worth following in preparation for Unit 3 (summer term)
- Keeping up to date with the news is also very helpful. <https://www.bbc.co.uk/news>