

Programme of study for Year 13 BTEC - Unit 6 Principles of Management

Autumn (1 st term)	Autumn (2 nd term)	Spring (1 st term)	Spring (2 nd Term)	Summer (1 st term)	Summer (2 nd term)
Other timescale: From: Sept To: Oct	Other timescale: From: Oct To: Dec	Other timescale: From: Jan To: Feb	Other timescale: From: March To: April	Other timescale: From: April To: May	Other timescale: From: June To: July
Topic / Big Question:	Topic / Big Question:	Topic / Big Question:	Topic / Big Question:	Topic / Big Question:	Topic / Big Question:
Unit 2 - Developing a marketing campaign Unit 6 - Principles of Mgt	Unit 2 - Developing a marketing campaign Unit 6 - Principles of Mgt	Unit 4 - Managing an event Unit 5 International Business	Unit 4 - Managing an event Unit 5 International Business	Unit 4 - Managing an event Unit 5 International Business	END OF COURSE
Skills(students should be able to do): Students will investigate some of the issues that managers and leaders have to deal with in the workplace in making businesses more efficient and ensuring their survival and growth. They will also go on to learn how effective planning and organising of a business's activity can significantly influence the success of a business. This unit will learners to progress to employment, by considering a career working in supervision and management.	Skills(students should be able to do): Marketing: Write a report on how business should pursue marketing plans. Principles of Management: Write a report on how a business should manage its staff and operations.	Skills(students should be able to do): Students will investigate the economic environment and cultural factors in international markets and the influence they have on how business is conducted. Students will also examine the strategic and operational approaches to developing business in an international context. As a result, students will evaluate the impact of globalisation on an international business.	Skills(students should be able to do): Students will be able to recommend one country that a selected business could target for international trade, justifying your decision. Students should be able to evaluate the impact of cultural differences on international businesses.	Skills(students should be able to do): Students will evaluate the success of the strategies and resources used by a selected international business in one of its markets.	Skills(students should be able to do):

<p>Key Learning Outcomes (students should know):</p> <p><u>Unit 6</u></p> <ul style="list-style-type: none"> ● To learn the definitions of management and leadership ● To understand the concept of leadership continuum for management behaviour. ● To learn the different functions of management and leadership ● To understand the concept of Business culture and the Influence of business culture on management practices ● To learn the policies and procedures ● To understand the different Management styles 	<p>Key Learning Outcomes (students should know):</p> <p><u>Unit 6</u></p> <p>A The definitions and functions of management B Management and leadership styles and skills C Managing human resources D Factors influencing management, motivation and performance of the workforce E Impact of change F Quality management</p> <p><u>UNIT 2: Developing a Marketing Campaign</u></p> <p>C Planning and developing a marketing campaign</p> <p><u>C1 Marketing campaign activity</u></p>	<p>Key Learning Outcomes (students should know):</p> <ul style="list-style-type: none"> ● To learn about International businesses, their types and activities ● To understand the reasons for conducting business internationally ● Choice of markets in which to operate, e.g. developed economies, emerging markets, less developed economies. ● Factors influencing the choice of market, e.g. type of product, costs, size of market ● To understand the methods used to finance 	<p>Key Learning Outcomes (students should know):</p> <ul style="list-style-type: none"> ● To learn the external influences that influence international business ● To understand the Impact of factors using situational analysis ● To learn the different International business support systems as well as the influence of the internet e.g. speed and ease of communication, changes to business processes. ● To learn about the International payment methods available to businesses 	<p>Key Learning Outcomes (students should know):</p> <ul style="list-style-type: none"> ● To learn about the differential strategies for operating internationally and understanding the reasons for using selected strategy ● To learn about how businesses re-engineer products and services to meet the demands and preferences of international markets ● To learn about concepts such as; resource considerations, capital costs and revenue costs. ● To understand expertise and intellectual capital, which can 	<p>Key Learning Outcomes (students should know):</p>

<ul style="list-style-type: none"> • To understand Human resources as a factor of production. • Labour market analyses. • Forecasting labour demand. • Sources of information available to conduct labour market analyses • To understand the link between business planning and human resources • To learn about the impact of globalisation on human resource planning. • To understand the concept Human resource planning; including the nature of the work and the characteristics required to perform work roles. • To learn about the Management actions to address human resource issues at an operational level. • To learn about Labour turnover (expressed in 	<ul style="list-style-type: none"> • Selection of appropriate marketing aims and objectives to suit business goals. • Situational analysis: SWOT (Strengths, Weaknesses, Opportunities, Threats) and PESTLE (Political, Economical, Social, Technological, Legal, Environmental). • Use of research data to determine target market. • Use of research data to conduct competitor analysis. <p><u>C2 Marketing mix</u></p> <ul style="list-style-type: none"> • Product development: form and function, packaging, branding. • Pricing strategies: penetration, skimming, competitor based, cost plus. • Promotional advertising, public relations (PR). Sponsorship, use of social and other media, guerrilla marketing, personal selling, product placement, 	<p>international trade</p> <ul style="list-style-type: none"> • To learn about the different support for international businesses • To learn about Globalisation and its main features e.g. trading blocs, international mobility of labour • To learn about the International trading blocs • To understand the barriers to international business and the reasons for protectionism in international markets, e.g. to protect infant industries • To understand the different methods for protecting markets • To learn the different barriers to trade 	<ul style="list-style-type: none"> • To be able to investigate the cultural factors that influence international businesses and to understand the impact of cultural factors. 	<p>be local and/or provided by the incoming business</p> <ul style="list-style-type: none"> • To learn about training costs for local labour • To understand the organisational structure of international business. 	
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<p>words and numbers) Productivity.</p> <ul style="list-style-type: none"> • To understand the different factors influencing management, motivation and performance of the workforce • To learn about different motivational theories and their Impact on the business performance • To learn about both Financial motivators and Non-financial motivators • To understand the techniques to meet skills requirements • To learn about the purpose of training needs analysis and the different types of training and coaching • To understand the effectiveness of training and Performance appraisals. • To learn about the impact of change in a business and factors influencing change 	<p>digital marketing, corporate image.</p> <ul style="list-style-type: none"> • Place, distribution channels: direct to end users (mail/online/auction), retailers, wholesalers. • Extended marketing mix: people, physical environment, process. <p><u>C2 Marketing mix</u></p> <ul style="list-style-type: none"> • Product development: form and function, packaging, branding. • Pricing strategies: penetration, skimming, competitor based, cost plus. • Promotional advertising, public relations (PR). Sponsorship, use of social and other media, guerrilla marketing, personal selling, product placement, digital marketing, corporate image. • Place, distribution channels: direct to end users (mail/online/auction), retailers, wholesalers. • Extended marketing mix: people, physical environment, process. 				
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- To learn about the different Quality standards and how to develop a quality culture
- To understand concepts such as Managerial commitment and staff buy-in
- To learn about the importance of Quality circles and partnerships i.e. working with suppliers and customers that should include transparent and open communication
- To understand the techniques and tools of quality management, Quality control, Lean manufacturing and Six sigma
- To understand the importance and benefits of quality management and how important Supplier engagement and satisfaction is

UNIT 2:
Developing a Marketing Campaign

C3 The marketing campaign

- Content of the marketing message.
- Selection of an appropriate marketing mix.
- Selection of appropriate media.
- Allocation of the campaign budget.
- Timelines for the campaign, including monitoring.
- How the campaign is to be evaluated.

C4 Appropriateness of marketing campaign

- How far the marketing activity reinforces and supports brand value.
- The sustainability of marketing activities.
- Flexibility of the campaign to enable response to both internal and external changes.
- Relevance to organisational goals.
- Appropriateness to target market.
- Legal and ethical considerations.

An Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign

A1 The role of marketing

- Principles and purposes of marketing:
 - o anticipating demand
 - o recognising demand
 - o stimulating demand
 - o satisfying demand.

- Marketing aims and objectives:
 - o understanding customer wants and needs of developing new products

 - o improving profitability
 - o increasing market share
 - o diversification
 - o increased brand awareness and loyalty.

- Types of market – mass and niche market.
- Market segmentation.
- Branding, brand personality, brand image, unique selling point (USP), implications of business size for marketing activity, budgetary constraints, availability of specialist staff.

A2 Influences on marketing activity

- Internal influences:
 - o cost of the campaign on availability of finance
 - o expertise of staff
 - o size and culture of the business.
- External influences:
 - o social
 - o technological
 - o economic
 - o environmental
 - o political
 - o legal
 - o ethical.

Using information to develop the rationale for a marketing campaign.

B1 Purpose of researching information to identify the needs and wants of customers

- To identify target markets.
- To identify size, structure and trends in the market.
- To identify competition. Market research methods and use:

- Primary research, to include survey, interview, observation, trials, focus groups.

- Secondary research:
 - o internal – business data on customers and financial records to include loyalty cards and sales records
 - o external – commercially published reports, government statistics, trade journals, media sources.

- Importance of validity, reliability, appropriateness, currency, cost.

- Quantitative and qualitative data, when and where used.

- Sufficiency and focus of the research.

- Selection and extraction.

B3 Developing the rationale

- Interpretation, analysis and use of data and other information to make valid marketing decisions.

<ul style="list-style-type: none"> • Identification of any further sources of information that may be required. • Evaluation of the reliability and validity of the information obtained. • Product life cycle. 					
<p>End of term 1 assessment to cover:</p> <p>Assessment Case Study 6.1 Assessment Case Study 6.2 Assessment Case Study 6.3 Assessment Case Study 6.4 Assessment Case Study 6.5</p> <p>January 2018 Part A - Release and Research June 2018 Part A – Past Paper</p>	<p>End of term 2 assessment to cover:</p> <p>Mock Paper on the Gaming industry</p>		<p>End of year assessment to cover:</p> <p>Final assessment on Unit 2 and 6 May 2020</p>		
<p>Building understanding: Rationale / breakdown for your sequence of lessons:</p>	<p>Unit 2 (marketing) and Unit 6 (management) are synoptic units and encompass what students have learnt in Year 12. Therefore, the sequencing of these units are important to be delivered in the 2nd year of the course as students should now have a grasp of the basic concepts of business including how they operate, the features of successful businesses and also the financial aspects of business. The final 2 units for students are international business and managing an event. These units are best delivered at the end as they encompass everything that has gone before.</p>				

Home – Learning: Revision, Research and Assessment Case Studies	Home – Learning: Revision, Research and Assessment Case Studies	Home – Learning: Coursework and Revision	Home – Learning: Coursework and Revision	Home – Learning: Coursework and Revision	Home – Learning: Coursework and Revision
Reading / literacy: BTEC Textbook	Reading / literacy: BTEC Textbook	Reading / literacy: BTEC Textbook	Reading / literacy: BTEC Textbook	Reading / literacy: BTEC Textbook	Reading / literacy: BTEC Textbook
Numeracy: Calculations and Formulas	Numeracy: Calculations and Formulas	Numeracy: Calculations and Formulas	Numeracy: Calculations and Formulas	Numeracy: Calculations and Formulas	Numeracy: Calculations and Formulas
Enrichment / opportunities to develop cultural capital (including careers, WRL and SMSC):					
<p><i>Understanding how Marketing plays a role in the working environment and understanding what a career in marketing may consist of i.e Planning a Marketing Campaign.</i></p>					