

Year 13 BTEC Business

Autumn First half term	Autumn Second Half term	Spring First half term	Spring Second Half term	Summer First half term	Summer Second Half term
<p>Topic / Key Question: Unit 2</p> <p>A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign</p> <p>B Using information to develop the rationale for a marketing campaign</p> <p>C Planning and developing a marketing campaign</p>	<p>Topic / Key Question: Unit 6</p> <p>A The definitions and functions of management</p> <p>B Management and leadership styles and skills</p> <p>C Managing human resources</p> <p>D Factors influencing management, motivation and performance of the workforce</p> <p>E Impact of change</p> <p>F Quality management</p>	<p>Topic / Key Question: Unit 8</p> <p>A Examine how effective recruitment and selection contribute to business success</p> <p>B Undertake a recruitment activity to demonstrate the processes leading to a successful job offer</p> <p>C Reflect on the recruitment and selection process and your individual performance.</p>		<p>Topic / Key Question: Unit 9</p> <p>A Examine the benefits of teams in a business setting</p> <p>B Investigate techniques and theories used for the development of an effective business team</p> <p>C Develop effective team skills through practical activities.</p>	
<p>End of term assessment to cover:</p> <p>AO1 Demonstrate knowledge and understanding of marketing principles, concepts, processes, key terms, data sources and definitions</p> <p>AO2 Analyse marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing</p>	<p>End of term assessment to cover:</p> <p>AO1 Demonstrate knowledge and understanding of management and leadership principles, concepts, key terms, functions and theories</p> <p>AO2 Apply knowledge and understanding of management and leadership issues to real-life business</p>	<p>End of term assessment to cover: Unit 8</p> <p>Evaluate the recruitment processes used and how they contribute to the success of the selected business.</p> <p>Evaluate how well the documents prepared and participation in the interview activities supported the process for a job offer.</p> <p>Evaluate how well the recruitment and selection process complied with best practice, drawing reasoned conclusions as to how it will support your future career</p> <p>For distinction standard, learners will make an individual detailed evaluation of the documents</p>		<p>End of year assessment to cover: Unit 9</p> <p>A report that examines teams in business settings. It should consider types of teams and their purpose, and the benefits of these teams to the businesses. A report that examines the effectiveness of a real team in a business setting. It should reflect on team theories, and make recommendations for improvements to the team.</p> <p>The evidence will focus on what went well and what did not in the team activities. Learners should evaluate and self-critique their performance in a team, the development of their skills, and evaluate the effectiveness of the team.</p>	

<p>campaigns AO3 Evaluate evidence to make informed judgements about how a marketing campaign should be planned, developed and adapted in light of changing circumstances</p> <p>AO4 Be able to develop a marketing campaign with appropriate justification, synthesising ideas and evidence from several sources to support arguments</p> <p>Unit 2 This unit is assessed under supervised conditions. The Part A Research Pack is released to learners under low control conditions in the afternoon on the day before the Part B assessment, which will be sat in the morning session. Learners have access to Part A for a 2 hour preparation period with the Part B assessment being a 3 hour supervised session. The assessment is set and marked by Pearson. The number of marks for the unit is 70. The assessment availability</p>	<p>scenarios AO3 Analyse and evaluate management information and data, demonstrating the ability to interpret the potential impact and influence on business effectiveness in context</p> <p>AO4 Be able to recommend management and leadership proposals in context with appropriate justification, using a range of evidence to support arguments</p> <p>Unit 6 This unit is assessed under supervised conditions. Part A is released one week before Part B is scheduled for learners to prepare. Learners will take Part B in a supervised assessment in a single three-hour session timetabled by Pearson. The assessment is set and marked by Pearson. The number of marks for the unit is 88. The</p>	<p>used. The report will reach a reasoned conclusion on whether or not the interview documents were effective and if they fully supported the interview activity. It will also include a balanced evaluation, highlighting how well the processes were related to professional best practice. Learners will offer a detailed conclusion as to how this will support career progression. For merit standard, learners will offer an individual analysis of the effectiveness of the interview questions in assessing skills and knowledge. A report will include clear analysis of the interview activity. Learners will show clear links between skills development and enhancement of their career prospects. For pass standard, learners will use the business studied in learning aim A to create the relevant recruitment selection documents for a specific job role. In order to contribute to the development of employability skills, the role selected will be realistic to the learner's current skills. These documents could be shared among learners so that they can then apply for a position created by someone else, and then be interviewed for the role. Documents will be fit for purpose, professional and written in appropriate business language. Job application forms must be completed in full. Evidence will include a detailed SWOT analysis of the individual performance in the interview task that then leads to a development plan showing how a learner plans to enhance weaknesses and build confidence in the interview process. Details of any other personal experiences of employment interviews may be referred to here and used to support the development plan.</p>	<p>For distinction standard, learners will give examples of the types and purposes of business teams and the challenges in building an effective team. To support the evaluation, learners will use examples from their chosen and from other businesses. They will evaluate the performance and leadership of their chosen team, linking relevant theory and including how the team works together. For merit standard, learners will demonstrate clear analysis of the range of techniques used to build effective teams. Some of this analysis should be gained from a visit or interview. The report will analyse how the roles in a team support the outcomes of the effective team and this should be referenced to theory. For pass standard, learners will explain the purpose and characteristics of the chosen team and they will discuss the roles and dynamics of a team in their chosen business, and how teams are used in a variety of ways. This will include reference to different types of teams. Team-building techniques and the theory of team development will be included in the report.</p> <p>Learners will participate in substantial team activities. Team activities will be full-day events or carried out in several sessions over a short time. Learners will have an opportunity to both lead a team and be a team member. Detailed peer and assessor observation/feedback sheets and an individual learner logbook will be completed so that information is available for review. For distinction standard, learners will demonstrate a professional approach throughout the unit; they will have shown self-management together with initiative and creativity in their research and teamwork. An</p>
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<p>is twice a year in December/January and May/June. Sample assessment materials will be available to help centres prepare learners for assessment</p>	<p>assessment availability is twice a year in December/January and May/June. The first assessment is available in January 2018. Sample assessment materials will be available to help centres prepare learners for assessment</p>		<p>independent approach is one where a learner develops their own ideas or develops ideas in distinctive ways. They will demonstrate a professional approach to teamwork, and an attention to detail and precision throughout their work. A witness statement will be needed to support this. For merit standard, learners will assess their individual performance both as team members and as team leaders. Learners will need to explain how conflict was managed. For pass standard, learners will reflect on their skills, both as team members and as team leaders. Learners will explain how they dealt with situations that arose during the activities in which they participated.</p>
<p>Curriculum day / week visit: Sky Studios External visitors: Finance Speakers Enrichment: Young Enterprise</p>			