



Exam & Post-16 Destination

REVISION OF THEME 1 CONCEPTS AND EXAM TECHNIQUE



Business calculations  
Understanding business performance

2.4 MAKING FINANCIAL DECISIONS

2.4 milestone test  
Effective recruitment  
Effective training and development

2.5 MAKING HUMAN RESOURCE DECISIONS



Managing quality

2.3 MAKING OPERATIONAL DECISIONS

2.3 milestone test

The sales process

Working with suppliers

Business operations

2.2 milestone test

2.2 MAKING MARKETING DECISIONS

Using the marketing mix to make business decisions

Product

Promotion

Price

Ethics, the environment and business

2.1 milestone test

THEME 2: BUILDING A BUSINESS

2.1 GROWING THE BUSINESS

Business growth

Changes in business aims and objectives

Business and globalisation

YEAR 11



# Y12 BTEC National Business Learning Journey

**Y12 ... Unit 1 Exploring Business, Unit 2 Developing a Marketing Campaign and Unit 3 Personal & Business Finance.**  
**Y13 ... Unit 2 Developing a Marketing Campaign and Unit 3 Personal & Business Finance and Unit 22 Market Research.**

**Time to move on to Y13 BTEC National Business**

**B1:** Purpose of researching information to identify the needs and wants of customers.  
**B2:** Market research methods and use  
**B3:** Developing the rationale.

**Unit 2 Learning**  
**Aim B:** Developing the rationale for a marketing campaign

**A1:** Role of marketing  
**A2:** Marketing activity influences.

**Business Finance:**  
**B1:** Features of financial institutions.  
**B2:** Communicating with customers.  
**B3:** Consumer protection in relation to personal finance.  
**B4:** Information guidance & advice.

**Unit 2 Learning**  
**Aim A:** Purpose & principles of marketing

**Unit 3 Learning**  
**Aim B:** Explore the personal finance sector

**Personal Finance:**  
**A1:** Functions & role of money.  
**A2:** Different ways to pay.  
**A3:** Current accounts.  
**A4:** Managing personal finances.

**Unit 3 Learning**  
**Aim A:** Managing personal finance

**Unit 1 Internal Assignment #3**

**E1** Role of innovation and enterprise  
**E2** Benefits and risks associated with innovation

**D1** Different market structures  
**D2** Relationship between demand, supply and price  
**D3** Pricing and output decisions

**Unit 1 Internal Assignment #2**

**Unit 1 Learning**  
**Aim E:** Role of innovation & enterprise in business success

**Unit 1 Learning**  
**Aim D:** Examine business markets

**C1** External environment  
**C2** Internal environment  
**C3** Competitive environment  
**C4** Situational analysis

**Unit 1 Learning**  
**Aim C:** Examine the business environment

**Unit 1 Internal Assignment #1**

**B1** Structure and organisation  
**B2** Aims and objectives

**YEAR 12**

**Unit 1 Learning**  
**Aim A:** Exploring the different features of businesses

**A1** Features of businesses  
**A2** Stakeholders and their influence  
**A3** Effective business communications

**Unit 1 Learning**  
**Aim B:** Investigate how businesses are organised

## Subject Intent

Inspire students to have an entrepreneurial edge, through the differentiated teaching of Business knowledge and the building of confidence to analyse, evaluate and make 'real world' business decisions.



# Y13 BTEC National Business Learning Journey

Y12 ... Unit 1 Exploring Business, Unit 2 Developing a Marketing Campaign and Unit 3 Personal & Business Finance.  
Y13 ... Unit 2 Developing a Marketing Campaign and Unit 3 Personal & Business Finance and Unit 22 Market Research.

Good luck at university, in your apprenticeship or job!

Unit 2 & 3 Exams Attempt #2

Unit 22 Internal Assignment #2

B1: Features of financial institutions.  
B2: Communicating with customers.  
B3: Consumer protection in relation to personal finance.  
B4: Information guidance & advice.

Unit 22 Learning Aim C: Analyzing market research data

B1: Features of financial institutions.  
B2: Communicating with customers.  
B3: Consumer protection in relation to personal finance.  
B4: Information guidance & advice.

Unit 22 Learning Aim B: Planning market research

Unit 22 Internal Assignment #1

B1: Features of financial institutions.  
B2: Communicating with customers.  
B3: Consumer protection in relation to personal finance.  
B4: Information guidance & advice.

Unit 22 Learning Aim A: Types of market research

Unit 2 & 3 Exams Attempt #1

**Business Finance:**  
F1: Statement of comprehensive income.  
F2: Statement of financial position.  
F3: Measuring profitability.  
F4: Measuring liquidity.  
F5: Measuring efficiency.  
F6: Limitations of ratio analysis.

Unit 3 Learning Aim F: Break Even and Cashflow

**Business Finance:**  
E1: Cash flow forecasts.  
E2: Break even analysis.

Unit 3 Learning Aim E: Sources of business finance

**Business Finance:**  
D1: Sources of finance.

Unit 3 Learning Aim D: Sources of business finance

**Business Finance:**  
C1: Purpose of accounting.  
C2: Types of income.  
C3: Types of expenditure.

YEAR  
13

Unit 2 Learning Aim C: Planning and developing a marketing campaign

C1: Marketing campaign activity.  
C2: Marketing mix.  
C3: The marketing campaign.  
C4: Appropriateness of the marketing campaign.

Unit 3 Learning Aim C: Understanding the purpose of accounting

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