



	AUTUMN 1	AUTUMN 2	SPRING 1	SPRING 2	SUMMER 1	SUMMER 2
Assessments		Unit 1: Exploring business: learning Aim C & D assessment	Unit 2: Developing a Marketing Campaign External assessment. Jan Unit 1: Exploring business: learning Aim E assessment	Unit 8 Learning aim A & B Assessment	Unit 8 Learning aim C assessment	
Core Course Topic: These topics are taught through the identified terms. They are taught in small bitesize chunks and revisited regularly.	Unit 2 Developing a Marketing Campaign Learning Aim C: Planning & Developing a Marketing Campaign	Unit 1: Exploring Business Learning Aim C: Examine the environment in which businesses operate Learning Aim D: Examine business markets	Unit 1: Exploring Business Learning Aim E: Investigate the role and contribution of innovation and enterprise to business success	Unit 8: Recruitment & Selection process Learning Aim A: Examine how effective recruitment and selection contribute to business success Learning Aim B: Undertake a recruitment activity to demonstrate the process leading to a successful job offer	Unit 8: Recruitment & Selection process Learning Aim C: Reflect on the recruitment and selection process and your individual performance C1: Review and evaluate C2: SWOT analysis and action plan	
Additional support links:	Two Teachers Btec: https://www.youtube.com/playlist?list=PLftmziinjwVT2QvjMfJh2HIBVmiAHZrie Two Teachers Business Case studios: https://www.youtube.com/watch?v=XUBeH7VQaFY&list=PLftmziinjwVSHvHBPBohQdpYJ4cwUR1e4 Developing a marketing Campaign exam technique video: https://www.youtube.com/watch?v=kcLRU8U14XY			Two Teachers Btec: https://www.youtube.com/playlist?list=PLftmziinjwVT2QvjMfJh2HIBVmiAHZrie		
Knowledge: Included here is the specific knowledge your child will learn in detail	C1: Marketing campaign activity C2: Marketing Mix C3: The marketing campaign C4: Appropriateness of marketing campaign	C1: External environment C2: Internal environment C3: Competitive environment C4: Situational analysis D1: Different market structures D2: Relationship between demand, supply and price D3: pricing and output decisions	E1: Role of innovation and enterprise E2: benefits and risks associated with innovation and enterprise	A1: Recruitment of staff A2: Recruitment and selection process A3 Ethical and legal considerations in the recruitment process B1: Job Applications B2: Interviews and skills	C1: Review and evaluation C2: SWOT analysis and action plan	
Skills: Included here is the specific skills your child will learn in detail	<ul style="list-style-type: none"> Selection of appropriate marketing aims and objectives to suit business goals Situational analysis (SWOT & PESTLE) Use of research data to determine target market Use of research data to conduct competitor analysis Product development Pricing strategies Promotional advertising Place & distribution channels 	<ul style="list-style-type: none"> External environment: Political, economic, social, technological, environmental, legal. Corporate culture Corporate social responsibility (CSR) Competition Factors influencing competitive advantage Benefits and importance of establishing and maintaining a 	<ul style="list-style-type: none"> Innovation Enterprise: identifying opportunities to develop business activities. Benefits associated with innovation and enterprise Risks associated with innovation and enterprise. 	<ul style="list-style-type: none"> Workforce Planning Use of jobcentres and agencies, internal advertisements vs external advertisements, online recruitment and traditional methods How the recruitment process links to business success How a professional recruitment process leads to efficient staff integration Recruitment process Section including assessment centres, psychometric testing, group/team activity, 	<ul style="list-style-type: none"> Role-play activity Individual appraisal of own roles in being interviewed, interviewing, and observing. Review of communication skills Review organisational ability Assessment of how the skills acquired support the development of employability SWOT (Strengths, weaknesses, opportunities and threats) analysis on individual performance in the role-play activities Self-critique of the events and documentation prepared, 	

BTEC L3 Enterprise

Year 13

Curriculum Overview



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	<ul style="list-style-type: none"> Extended marketing mix 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 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 	<p>competitive advantage</p> <ul style="list-style-type: none"> Assessment of the business using various techniques Market structures Features of different market structures Influences on demand Influences on supply Elasticity Impact in pricing and output decisions in different market structures Responses by business to pricing and output decisions of competitors in different market structures 		<p>interviews, presentations in interviews and short tests at interviews</p> <ul style="list-style-type: none"> Why recruitment processes have to be ethical and adhere to equal opportunities legislation Ethical considerations Currency equal opportunities legislation Current right-to-work legislation. Selection of a job role of the business and preparation of all the relevant documents. Communication skills required for interview situations Designing interview questions Interview feedback form Observation form Reviewing applications from peer group Submitting applications to peer group Demonstration of work-related competence Evaluation of documentation produced for the process. 	<p>and how it supported the activity</p> <ul style="list-style-type: none"> Review If the process was effective and how a learner feels they may need to develop skills further to be able to conduct and participate in interviews more effectively Action plan to highlight how to address any weaknesses in skill set. 	
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