

Key Stage 5(12)	
Course title: BTEC National Certificate in Business	
Exam board: PEARSON	
Specification code: 601/7159/5	
Autumn 1 (September-October)	<p>Students will receive an introduction to the course, then start unit 1 and unit 2 with their respective teachers. Exploring business covers the foundation knowledge required such as functional business areas, structures, aims and objectives. Unit 2 develops students' understanding of marketing aims and objectives, niche versus mass marketing and market segmentation.</p> <p>Teacher A: Unit 1 Exploring Business (50%) Coursework Learning outcome: A Explore the features of different businesses and analyse what makes them successful Completion of coursework assignment for LOA</p> <p>Teacher B: Unit 2 Developing a Marketing Campaign (50%) exam in May Learning outcome: A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign Assessment for LOA</p>
Autumn 2 (October-December)	<p>In unit 1 students will be developing their coursework, researching two contrasting businesses in the public and private sectors, e.g., Innocent and the NHS. In unit 2 students will explore the methods and purpose of primary and secondary market research, SWOT and PESTLE analysis.</p> <p>Teacher A: Unit 1 Exploring Business (50%) Coursework Learning outcome: B/C Investigate how businesses are organised Examine the environment in which businesses operate Completion of coursework for LOB/C</p> <p>Teacher B: Unit 2 Developing a Marketing Campaign (50%) exam in May Learning outcome: B Using information to develop the rationale for a marketing campaign Assessment for LOB</p>
Spring 1 (January-February)	<p>In unit 1 students will complete a group verbal presentation on invention and innovation at Innocent. In unit 2 students will develop their knowledge and understanding of the 7 Ps of marketing: product, price, place, promotion, people, process and physical environment.</p> <p>Teacher A: Unit 1 Exploring Business (50%) Coursework</p>

	<p>Learning outcome: D/E Examine business markets Investigate the role and contribution of innovation and enterprise to business success. Completion of coursework for LOD/E</p> <p>Teacher B: Unit 2 Developing a Marketing Campaign (50%) exam in May Learning outcome: C Planning and developing a marketing campaign Assessment for LOC Completion of a practice Unit 2 exam paper in class</p>
Spring 2 (February-March)	<p>Unit 1 coursework will have been assessed and returned to the students for improvements to be made. Unit 2 will focus on completion of a practice exam paper with teacher support and development of exam technique for the May exam.</p> <p>Teacher A: Further completion of unit 1 exploring business coursework.</p> <p>Teacher B: Further completion of a practice exam paper, revision, and exam preparation for May exam</p>
Summer 1 (April-May)	<p>Teacher A: Finalisation of unit 1 coursework grades and moderation Teacher B: Completion of unit 2 Exam – 6 hours in total</p>
Summer 2 (May-July)	<p>After the May unit 2 exam and completion of the Unit 1 coursework, students will start unit 8 with both teachers. Learning will centre on the work of the HR department – recruitment, selection, and training within medium and large businesses. Students will complete LOA which involves researching the work of the HR department in a local business.</p> <p>Teacher A and Teacher B: Unit 8 The Recruitment and Selection Process – Learning outcome A Examine how effective recruitment and selection contribute to business success.</p> <p>Completion of coursework for LOA.</p>