

St Mary's CE High School Curriculum Map 2022-23



Subject: Business – Extended Certificate (single)

Year: 12

Course intent: The qualification provides the knowledge, understanding and skills that allow learners to gain business sector experience that will prepare them for further study or training. This includes the opportunity to choose two units from a selection of options to supplement the mandatory units, which reflect the key topics in business.

Key: **Unit 1- Exploring Business/Unit 2 – Developing a Marketing Campaign/ Unit 8: Recruitment and Selection Process**

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
	A Explore the features of different businesses and analyse what makes them successful/ A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign	B Using information to develop the rationale for a marketing campaign C Planning and developing a marketing campaign	Learning aim B: Investigate how businesses are organised Learning aim E: Investigate the role and contribution of innovation and enterprise to business success	Learning aim C: Examine the environment in which businesses operate	Learning aim D: Examine business markets	Unit 8: Recruitment and Selection Process A Examine how effective recruitment and selection contribute to business success
CONTENT	A1 Features of businesses A2 Stakeholders and their influence A3 Effective business communications A1 The role of marketing A2 Influences on marketing activity	B1 Purpose of researching information to identify the needs and wants of customers B2 Market research methods and use B3 Developing the rationale C1 Marketing campaign activity C2 Marketing mix C3 The marketing campaign C4 Appropriateness of marketing campaign	B1 Structure and organisation B2 Aims and objectives C1 External environment E1 Role of innovation and enterprise E2 Benefits and risks associated with innovation and enterprise	C2 Internal environment C3 Competitive environment C4 Situational analysis	D1 Different market structure D2 Relationship between demand, supply and price D2 Relationship between demand, supply and price	A1 Recruitment of staff A2 Recruitment and selection process A3 Ethical and legal considerations in the recruitment process
Skills	Decision making, creativity, investigating and research, critical thinking, and literacy	Decision making, creativity, investigating and research, critical thinking, and literacy	Data analysis, decision making, investigating and research, critical thinking, literacy and numeracy	Data analysis, decision making, investigating and research, critical thinking, and literacy	Data analysis, creativity, decision making, investigating and research, critical thinking, literacy and numeracy	Data analysis, creativity, decision making, investigating and research, critical thinking, literacy and employability.

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<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Key Questions</p>	<p>How does the ownership and liability contribute to the success of a business? What is the purpose of a given business? How does the sector of a business influence the success of a business? How does the size and scope of a business contribute to their success? What are the different reasons for success? How can stakeholders influence a business and their decision making and success? What are the different methods use to appropriately present and deliver information to a given audience? What are the principles and purpose of marketing? What is the importance of marketing aims and objectives? What the different types of markets? How is market segmentation used? What is the of branding in a business?</p>	<p>What is the purpose of researching information to identify the needs and wants of customers? How is market research used to inform a marketing campaign? How can you ensure data gathered is valid and relevant to your business and its marketing campaign? Why are the selected marketing aims and objectives appropriate to your campaign? Are you able to identify your target market for a given campaign? Why is it important to use research data to conduct competitor analysis? What are the features of the given product? What pricing strategy is most effective to a given product/service? Are you able to recommend appropriate promotional strategies? What the message of your campaign? How far does the marketing activity reinforce and supports brand value?</p>	<p>What are the features of different hierarchical structures of a business? What are the strengths and weaknesses of each structure? How are the functional areas (departments) organised in a given business? How do the aims of a business differ in different sectors? What are the SMART (Specific, Measurable, Achievable, Relevant, Time constrained) objectives of a given business? How do the political, economic, social, technological, environmental, and legal factors impact the operation of a given business? How does the role of innovation and enterprise contribute to the success of a given business? What are the benefits and risks associated with innovation and enterprise?</p>	<p>How does corporate culture and corporate social responsibility affect the business environment? Assess the business environment using various techniques.</p>	<p>What are the features of different market structures? What can influence demand of a product/service? What can influence supply of a product/service? What is elasticity? What can impact pricing and output decisions in different market structures?</p>	<p>Why is workforce planning important in a business? How does the recruitment process link with the success of a business? What is the purpose of the different stages of the recruitment process? How does a big business use the selection process, what are the reasons for these processes? What are the current equal opportunity legislations involved in the recruitment process?</p>
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Assessment	<p>A report that Explains the features of two contrasting businesses, and how stakeholders influence two contrasting businesses. It may also include an assessment of the relationship and communication with stakeholders of two contrasting businesses using independent research. It may also include an evaluation of the reasons for the success of two contrasting businesses, reflecting on evidence gathered.</p> <p>Practice assessment that covers the Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign based on a given case study.</p>	<p>Practice assessment that cover B Using information to develop the rationale for a marketing campaign</p> <p>C Planning and developing a marketing campaign based on a given case study.</p> <p>Mock controlled assessment that covers all of unit 2 content.</p>	<p>January 2023 – Controlled assessment</p> <p>A report that explores the organisation structures, aims and objectives of two contrasting businesses. It may also include an analysis of how the structures of two contrasting businesses allow each to achieve its aims and objectives.</p> <p>A report that Explores how innovation and enterprise contribute to the success of a business. It may also include an analysis of how successful the use of innovation and enterprise has been for a given business. It may also include a justification of the use of innovation and enterprise for a business in relation to its changing market and environment.</p>	<p>A report that discusses the effect of internal, external and competitive environment on a given business and application of a variety of techniques to undertake a situational analysis of a given business.</p>	<p>A report that explores how the market structure and influences on supply and demand affect the pricing and output decisions for a given business. It may include an assessment of how a given business has responded to changes in the market. It may also include an evaluation of how changes in the market have impacted on a given business and how this business may react to future changes.</p>	<p>A report that Explains how a large business recruits and selects giving reasons for their processes and Explains how and why a business adheres to recruitment processes, which are ethical and comply with current employment law. It may also include an analysis of the different recruitment methods used in a selected business and an evaluation of the recruitment processes used and how they contribute to the success of the selected business</p>
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