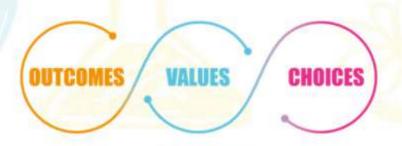
National Diploma Level 3 Btec Business Studies Curriculum Overview



YEAR 12

AUTUMN 1 AUTUMN 2 SPRING 1 SPRING 2 SUMMER 1 SUMMER 2

Unit 1 - Exploring Business

- LA A Features of Business, Stakeholders, Communication
- LA B Structure, Aims & Objectives
- LA C External Environment, Internal Environment, Competition, PESTLE, SWOT, Porters five forces
- LA D Markets Structures, Supply, Demand, Price
- LA E Innovation and Enterprise, Risk

Unit 8 - Recruitment and Selection Process

- LA A Recruitment of staff, ethical and legal considerations
- LA B Apply for a job produce recruitment documentation e.g., application form, CV, letter. Take part in a mock interview.
- LA C Evaluate the interview, produce an action plan.

Unit 4 - Managing an Event

- LA A Tasks needed to be completed by an event organiser, skills needed by an event organiser, skills audit collection
- LA B Different types of events

Unit 3 - Personal & Business Finance

- LA A Functions and role of money, ways to pay, current accounts, types of borrowing, saving
- LA B Financial institutions e.g. banks, building societies, different types of banking e.g. online, branch, consumer protection, advice for consumers e.g. citizens advice
- LA C Purpose of accounts, income, expenditure
- LA D Sources of finance
- LA E Break even and cash flow
- LA F Profit and loss, balance sheet, ratio analysis

Unit 2 - Developing a Marketing Campaign

- LA A Role of marketing
- LAB Rationale for a marketing campaign, market research
- LA C Planning a marketing campaign, marketing mix

Unit 6- Principles of Management

- LA A Management and leadership functions
- LA B Management and leadership styles
- LA C Human Resource planning
- LA D Motivation, training and development, performance appraisal
- LA E Impact of a change in a business
- LA F Quality standards, quality management

Unit 4 - Managing an Event

- LA C Produce a plan for an event to include planning tools, aims, budget, resources, insurance, contingency plans
- LA D Carry out the event
- LA E Evaluate the event, review personal skills as an event organiser

Unit 5 -International Business

- LA A Exporting, importing, financing and support for international business
- LAB Globalisation, trading blocs, barriers to international trade
- LA C PESTLE factors that influence international businesses
- LA D Cultural factors that influence international businesses
- LA E Strategies for operating internationally

Unit 14 - Investigating Customer Service

- LA A Customer service approaches, customer expectations, customer relationships, customer service legislation
- LAB Ways to monitor and evaluate customer service
- LA C Customer service skills, dealing with complaints