

CURRICULUM OVERVIEW 2018-19



Business Level 2 Year 11 BTEC

Success for All through Achievement, Challenge & Enjoyment



Curriculum Overview 2018-19

Year group: YR11 BTEC BUSINESS

Subject: Edexcel BTEC Business L2

PPW: 3

Term	Topics studied Add dates and any assessments included	Extended learning opportunities (homework, controlled assessments, field work, trips etc.)	How parents could support students
Autumn Term	<p>UNIT 3 Promoting a Brand Assessment: Internal 30 GLH Topic A.1 The importance of branding to businesses Topic A.2 Promotion in businesses Topic A.3 Elements of the promotional mix and their purposes Topic A.4 Promotional activities in business</p> <p>Assessment as per Learning Aim (Edexcel Grid) November 31st</p> <p>UNIT 5 Sales and Personal Selling Assessment Internal 30 GLH Learning aim A: Explore the role of sales staff Topic A.1 The functions of the role of sales staff, including: Topic A.2 The skills that sales staff should have, including: Topic A.3 The knowledge that sales staff should have, including: Topic A.4 The process of personal selling and additional aspects of the role of sales staff, including:</p> <p>Assessment as per Learning Aim (Edexcel Grid) November 31st</p>	<p>Extended work: Merit & Distinction graded tasks (research & evaluative) Homework Flipped Learning Revision: Complete all assessment criteria ensuring appropriate evidence supports criteria</p>	<p>Discuss their work & how it operates, arrange visits to their workplace. Discuss Business news</p>
Spring Term	<p>3 Promoting a Brand Assessment: Internal Learning aim B: Develop and promote a brand for a business Topic B.1 Branding methods and techniques Topic B.2 Promoting a brand</p> <p>Assessment as per Learning Aim (Edexcel Grid) January 31st</p>	<p>Extended PMD graded tasks (research & evaluative) Homework Flipped Learning Revision: Key terms & theories</p>	<p>Discuss their work & how it operates, arrange visits to their workplace. Discuss Business news</p>

	<p>UNIT 5 Sales and Personal Selling Assessment Internal 30 GLH</p> <p>Learning aim B: Demonstrate personal selling skills and processes</p> <p>Topic B.1 Demonstrate personal selling skills</p> <p>Topic B.2 Demonstrate personal selling processes</p> <p>Assessment as per Learning Aim (Edexcel Grid) January 31st</p>		
<p>Summer Term</p> <p>May</p> <p>May</p>	<p>RETAKE: Unit 2 Finance for Business External</p> <p>Revision Practice Online Past papers Mocks</p> <p>May Actual Online Examination</p>	<p>Extended Pass Merit Distinction graded tasks (research & evaluative) Homework Flipped Learning Revision: Key terms & theories</p>	<p>Discuss their work & how it operates, arrange visits to their workplace. Discuss Business news</p> <p>Parents to support revision at home & understand the scheme of learning & dates for Mock Exams & Actual exam</p>