Cornwallis Academy
Ambitions for All

SMILE
SUCCESSFUL | MOTIVATED | INSPIRED | LEARNING | EXCITED & ENGAGED

Year 12 BTEC Business

Unit 1 – Exploring Business

Learning Objectives

Learning Aim A – Explore the features of different businesses and analyse what makes them successful

Learning Aim B – Investigate how businesses are organised

What previous knowledge is required?

Students are new to the course and may be of differing levels of knowledge. Some students come with business/enterprise qualifications at level 2, others are starting new.

How will this term's content help with future learning?

Students will complete one coursework unit and an exam unit this academic year which will give them the foundation knowledge to progress into the second year of the course. Unit 1 will be assessed through coursework once all input has been complete. Students will have regular book checks and content knowledge tests to ensure full comprehension of the input prior to the coursework. This unit provides the foundation knowledge to allow students to access the remainder of the qualification.

National Curriculum / Specification

- Features of businesses
- Stakeholders and their influence
- Effective business communications

B1 Structure and organisation

• Organisational structure, e.g. hierarchical, flat, matrix, holacratic.
• Functional/operational areas, e.g. human resources, research and development, sales, marketing, purchasing, production and quality, finance, customer service, IT, administration.

B2 Aims and objectives

• Aims of businesses in different sectors – mission, vision and values:
  o private, e.g. making profits, profit maximisation, break-even, survival, growth, market leadership
  o public, e.g. service provision, cost control, value for money, service quality, meeting government standards
  o not-for-profit, e.g. education, housing, alleviating poverty, healthcare.
• SMART (Specific, Measurable, Achievable, Relevant, Time constrained) objectives.

Unit 1 – Exploring Business

Learning Objectives

Learning Aim C: Examine the environment in which businesses operate

Learning aim D: Examine business markets

What previous knowledge is required?

Learning Aim A – Explore the features of different businesses and analyse what makes them successful

Learning Aim B – Investigate how businesses are organised

How will this term's content help with future learning?

Unit 1 will be assessed through coursework once all input has been complete. Students will have regular book checks and content knowledge tests to ensure full comprehension of the input prior to the coursework. This unit provides the foundation knowledge to allow students to access the remainder of the qualification.

National Curriculum / Specification

C1 External environment

• Political, e.g. government support, membership of trading communities such as the European Union.
• Economic, fiscal, monetary and other government policies, e.g. supply side policy, economic growth, exchange rates.
• Social attitudes to saving, spending and debt; social responsibility requirements; change, e.g. to demographic trends, consumers' tastes/preferences.
• Technological change, e.g. automation, improved communications.
• Environmental factors and ethical trends, e.g. carbon emissions, waste, recycling, pollution.
• Legal environment, e.g. partnership legislation, companies acts, charities legislation, competition legislation, UK Corporate Governance Code, financial services regulation, industry regulators, government departments. (Statutes and regulations current at the time of teaching should be used. Outline understanding only is expected.)

C2 Internal environment

• Corporate culture.
• Corporate social responsibility (CSR), ethics.

C3 Competitive environment

• Competition (local, national and international).
• Factors influencing competitive advantage, e.g. differentiation, pricing policies, market leadership, reputation, market share, cost control, technology relationships with
customers, suppliers, employees.
• Benefits and importance of establishing and maintaining a competitive advantage.

C4 Situational analysis

• Assessment of the business environment using various techniques, e.g. PESTEL (Political, Economic, Social, Technological, Legal, Environmental) analysis, SWOT
(Strengths, Weaknesses, Opportunities, Threats) analysis, 5Cs (Company, Competitors, Customers, Collaborators, Climate) analysis, Porter's Five Forces.

Learning aim D: Examine business markets

D1 Different market structures

• Market structures: perfect competition, imperfect competition.
• Features of different market structures: number of firms, freedom of entry, nature of product.

D2 Relationship between demand, supply and price

• Influences on demand, e.g. affordability, competition, availability of substitutes, level of Gross Domestic Product (GDP), needs and aspirations of consumers.
• Influences on supply, e.g. availability of raw materials and labour, logistics, ability to produce profitably, competition for raw materials, government support.
• Elasticity: price elasticity of demand.

D3 Pricing and output decisions

• Impact on pricing and output decisions in different market structures.
• Reponses by business

Unit 1 – Exploring Business

Learning Objectives

Learning Aim E – Investigate the role and contribution of innovation and enterprise to business success

What previous knowledge is required?

Learning Aim A – Explore the features of different businesses and analyse what makes them successful

Learning Aim B – Investigate how businesses are organised

Learning Aim C: Examine the environment in which businesses operate

Learning aim D: Examine business markets

How will this term's content help with future learning?

Unit 1 will be assessed through coursework once all input has been complete. Students will have regular book checks and content knowledge tests to ensure full comprehension of the input prior to the coursework. This unit provides the foundation knowledge to allow students to access the remainder of the qualification.

National Curriculum / Specification

E1 Role of innovation and enterprise

• Innovation, e.g. creative process, product or service development, new ways of increasing business efficiency or improving profitability, successfully exploiting a new idea, adding value to products, services or markets to differentiate the business from the competitors.

• Enterprise: identifying opportunities to develop business activities through, e.g. creative, lateral (approaching subjects from alternative perspectives) and 'blue sky' thinking

(approaching subjects with no restrictions on perspectives); chance and serendipity, intuition.

E2 Benefits and risks associated with innovation and enterprise

• Benefits: improvements to products, processes, services and customer experience, business growth, development of new and niche markets, offering unique selling points,

improved recognition and reputation, smarter working.

• Risks: failing to meet operational and commercial requirements, failing to achieve a return on investment, cultural problems (resistance to change, unsupportive systems and processes, insufficient support from leadership and management).

Unit 2: Developing a Marketing Campaign

Learning Objectives

Learning Aim A - Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign
Learning Aim B - Using information to develop the rationale for a marketing campaign
Learning Aim C - Planning and developing a marketing campaign

What previous knowledge is required?

Unit 1 – Exploring Business

How will this term's content help with future learning?

Unit 2 is an examination unit and will be continually assessed through written tasks and practice activities as it is a controlled assessment. The final assessment will take place in May. This term students will get an understanding of the role of marketing and how plans for campaigns are developed. This may inspire students to study this topic further after 6th form.

National Curriculum / Specification

A1 The role of marketing

• Principles and purposes of marketing:
o anticipating demand
o recognising demand
o stimulating demand
o satisfying demand.
• Marketing aims and objectives:
o understanding customer wants and needs
o developing new products
o improving profitability
o increasing market share
o diversification
o increased brand awareness and loyalty.
• Types of market – mass and niche market.
• Market segmentation.
• Branding, brand personality, brand image, unique selling point (USP), implications of business size for marketing activity, budgetary constraints, availability of specialist staff.

A2 Influences on marketing activity
• Internal influences:
o cost of the campaign
o availability of finance
o expertise of staff
o size and culture of the business.
• External influences:
o social
o technological
o economic
o environmental
o political
o legal
o ethical.

B1 Purpose of researching information to identify the needs and wants of customers
• To identify target markets.
• To identify size, structure a **B2 Market research methods and use**
• Primary research, to include survey, interview, observation, trials, focus groups.
• Secondary research:
o internal – business data on customers and financial records to include loyalty cards and sales records
o external – commercially published reports, government statistics, trade journals, media sources.
• Importance of validity, reliability, appropriateness, currency, cost.
• Quantitative and qualitative data, when and where used.
• Sufficiency and focus of the research.
• Selection and extraction.

B3 Developing the rationale
• Interpretation, analysis and use of data and other information to make valid marketing decisions.
• Identification of any further sources of information that may be required.
• Evaluation of the reliability and validity of the information obtained.
• Product life cycle.

C Planning and developing a marketing campaign

C1 Marketing campaign activity

- Selection of appropriate marketing aims and objectives to suit business goals.
- Situational analysis: SWOT (Strengths, Weaknesses, Opportunities, Threats) and PESTLE (Political, Economical, Social, Technological, Legal, Environmental).
- Use of research data to determine target market.
- Use of research data to conduct competitor analysis.

C2 Marketing mix

- Product development: form and function, packaging, branding.
- Pricing strategies: penetration, skimming, competitor based, cost plus.
- Promotional advertising, public relations (PR). Sponsorship, use of social and other media, guerrilla marketing, personal selling, product placement, digital marketing, corporate image.
- Place, distribution channels: direct to end users (mail/online/auction), retailers, wholesalers.
- Extended marketing mix: people, physical environment, process.

C3 The marketing campaign

- 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.

C4 Appropriateness of marketing campaign

- 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.