Bishop Heber High School

| Subject | Year | Term |
|---|---|---|
| Business BTEC Level 3 | Year 13 | 3 |

## Topic

## Business Finance and Marketing Revision

### Content (Intent)

**Prior Learning (Topic)** Personal Finance/ Recruitment And Selection

In this section, students are required to revise for Business Finance and Marketing for May examinations

**Future Learning (Topic)** N/A

| What Knowledge and Skills will be taught (Implementation) | How will your understanding be assessed & recorded (Impact) |
|---|---|
| Learners will apply personal and business financial learning in mock exam situations in preparation for the Summer examination<br><br>You will review your learning on Marketing and prepare for the pre -released case study, in preparation for the Summer examination | **Assessment:** Mock examination papers on Personal and Business Finance in preparation for summer examinations<br><br>Completion and review of personalised learning checklists to inform revision structure.<br><br>Homework to test your understanding of ideas/concepts and application of Personal Finance and research for the Marketing pre-released |
| Skills:<br>Evaluate how financial information and data can be used to justify conclusions related to business and personal finance<br>Apply, analyse and evaluate recruitment and selection processes in context for a real-life business scenario.<br><br>Demonstrate knowledge and understanding of marketing principles and concepts. Analyse marketing data and interpret the impact on marketing campaigns. Develop a marketing campaign with justification and evidence from several sources to support arguments | **Examination:** Unit 3: Personal and Business Finance - 2 hours 120GLH, - 33% of qualification<br><br>**Examination:** Unit 2: Developing a Marketing Campaign - 3 hours 90GLH, - 25% of qualification |

### How can parents help at home?

Discuss current affair issues by watching/reading the Business and Economic news. Download the BBC or use Flipboard app and set to business/ economic notifications to receive the most up to date articles. Buy revision guide and work to compliment class notes and homework. See reading list below.

### Helpful further reading/discussion (including Reading and Vocabulary Lists)

| Reading | Vocabulary Lists |
|---|---|
| Pearson BTEC National Business Student Book 1 – 978129212641<br>Revise BTEC National Business Revision Guide - 9781292150123<br>Revise BTEC National Business Revision Workbook - 9781292150116 | |