



Subject	Year	Term
Business	12	1
Topic		
Exploring Business and Marketing		
Content (Intent)		
Prior Learning (Topic)	N/A	
In this section, students are required to study Exploring Business and Developing a Marketing Campaign		
Future Learning (Topic)	Business Environment And Influences On Marketing	
What Knowledge and Skills will be taught (Implementation)	How will your understanding be assessed & recorded (Impact)	
Learners will study the purposes of different businesses, their structure, the effect on the external environment, and how they need to be dynamic and innovative to survive. Explore the features of different businesses and analyse what makes them successful. Investigate how businesses are organised Examine the environment in which businesses operate Learners will gain skills relating to and an understanding of how a marketing campaign is developed, and the role of marketing.	Assessment 1: Assessments of coursework to understand levels of progress and attainment, and to set individual targets, Exploring Business Assignment A. Homework to test your understanding of ideas/concepts and application to coursework and the external examination in Marketing Assessment 2: Test on market segmentation	
Skills: Use business terminology to identify and explain business activity Write up the findings of their own research Use case studies to explore complex or unfamiliar situations Demonstrate practical skills and communication skills using appropriate presentations and role plays Investigate, analyse and evaluate business opportunities and issues. Make justified decisions using both qualitative and quantitative data, including its selection, interpretation, analysis and evaluation and the application of appropriate quantitative skills, in your chosen business investigations	Assessment 1: Assessments of coursework to understand levels of progress and attainment, and to set individual targets, Exploring Business Assignment B. Assessment 2: Test on marketing research.	
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 Pearson BTEC National Business Student Book 1 – 978129212641 Revise BTEC National Business Revision Guide - 9781292150123 Revise BTEC National Business Revision Workbook - 9781292150116	Vocabulary Lists Stakeholders Organisational Structure Aims & Objectives Not For Profit Ownership Liability Public Sector Private Sector SME's	Demand Profitability Market Share Diversification Brand awareness Niche Market Segmentation Unique Selling Point