



Gordon's School Business Department

BTEC Business - Curriculum Map



Key Words / Skills:

- Demonstrate knowledge of terms, concepts & theories.
- Apply knowledge and understanding to various businesses.
- Analyse issues, showing understanding of impact to business.
- Evaluate and make a judgement on business issues.

UNIT 1 - LA A & B DEADLINE

LA B: Investigate how businesses are organised

LA A: Explore the features of different businesses and analyse what makes them successful

UNIT 1 - LA C & D DEADLINE

LA D: Examine business markets

LA C: Examine the environment in which businesses operate

UNIT 1: EXPLORING BUSINESS

UNIT 2 EXAM

LA C: Planning and developing a marketing campaign

UNIT 1 - LA E DEADLINE

Year 13

UNIT 2: DEVELOPING A MARKETING CAMPAIGN

LA A: Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign

LA B: Using information to develop the rationale for a marketing campaign

LA A, B & C: Exam technique and application to case studies

LA E: Investigate the role and contribution of innovation and enterprise to business success

UNIT 8 - LA B & C DEADLINE

LA C: Reflect on the recruitment and selection process and your individual performance

LA B: Undertake a recruitment activity to demonstrate the process leading to a successful job offer

UNIT 8 - LA A DEADLINE

LA A: Examine how effective recruitment and selection contributes to business

UNIT 1: EXPLORING BUSINESS

UNIT 3 EXAM

LA F: Financial statements and business performance

LA E: Break-even and cash flow forecasts

Market



Business Finance



Year 12

UNIT 3: PERSONAL AND BUSINESS FINANCE

LA D: Select and evaluate different sources of business finance

LA A: Understand the importance of managing personal finance

LA B: Explore the personal finance sector

UNIT 8: RECRUITMENT & SELECTION

LA C: Understand the purpose of accounting

