



Gordon's School Business Department

BTEC Business - Curriculum Map



Key Words / Skills:

- AO1 - Demonstrate knowledge of terms, concepts & theories.
- AO2 - Apply knowledge and understanding to various businesses.
- AO3 - Analyse issues showing understanding of impact to business.
- AO4 - Evaluate and make a judgement on business issue.

Year 13

Unit 1
Learning Aim E
Deadline

Unit 8: Recruitment & Selection



Unit 3: Personal and Business Finance Exam



Unit 3: Personal and Business Finance



Business Finance

- To run a business
- To expand a business
- To start a business

Investment Finance
Crowdfunding
Loans
Grants



E1 Role of innovation and enterprise
E2 Benefits and risks associates with innovation

Unit 1
Learning Aim D
Deadline

D1 Different market structures
D2 Relationship between demand & supply

Unit 1
Learning Aim C
Deadline

C3 Competitive Environment
C4 Internal Environment
C1 External Environment
C2 Internal Environment

C5 Situaional Analysis

Developing a Marketing Campaign Exam

Unit 1
Learning Aim B
Deadline

B1 Structures and organisation
B2 Aims and objectives

Equity Financing

- Types
- > Angel Investors
 - > Venture Capitalists
 - > Crowdfunding
 - > Initial Public Offering

Year 12

A1 Features of a business
A2 Stakeholders and their influence
A3 Effective business communication

Unit 2: Developing a Marketing Campaign

Unit 1
Learning Aim A
Deadline

Exam Specification:



Should this QR code not work, please click [here](#) for the relevant specification.



amazon



Market