


Business Department - BTEC Extended Diploma in Business Year 2

BTEC Business Student : Students will gain a full range of advanced business and life skills and be fully prepared for their external exams and internal assignments and for the next stage of their journey after SHS.						
 Shirley High Curriculum Map	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:		
	Unit 6: Principles of management Unit 17: Digital marketing	Unit 6: Principles of management Unit 17: Digital marketing	Unit 7: Business decision making Unit 21: Training and development	Unit 7: Business decision making Unit 21: Training and development	Unit 6: Principles of management Unit 7: Business decision making	Unit 6: Principles of management Unit 7: Business decision making
Why Now?	UNIT 6 and UNIT 7 are the externally examined units in year 13 of the 2 year course. Unit 17 – Pupils will already have the knowledge of marketing and know of its importance to a business. This will give them the opportunity to extend this by investigating the role that digital marketing plays in a business’s success in the model world.	UNIT 6 and UNIT 7 are the externally examined units in year 13 of the 2 year course. Unit 17 – Pupils will already have the knowledge of marketing and know of its importance to a business. This will give them the opportunity to extend this by investigating the role that digital marketing plays in a business’s success in the model world.	U7: Students study skills relating to business concepts, processes and data developed in earlier mandatory units to enable the formulation of business decisions and solutions U21: This leads on perfectly from unit 9. Students will study training and development and recognise that successful businesses need to plan and manage the training programmes they offer	U7: Students study skills relating to business concepts, processes and data developed in earlier mandatory units to enable the formulation of business decisions and solutions U21: This leads on perfectly from unit 9. Students will study training and development and recognise that successful businesses need to plan and manage the training programmes they offer	U6: Exam preparation U7: Exam preparation	U6: Exam preparation U7: Exam preparation
Fundamental Concepts	U6: The definitions and functions of management Management and leadership styles and skills Managing human resources U17: The role of digital marketing within the broader marketing mix The effectiveness of existing digital marketing campaign	U6: Factors influencing management, motivation and performance of the workforce Impact of change Quality management U17: Develop a digital marketing campaign for a selected product or brand	U7: Business plans Decision making in business Use of research to justify the marketing of a business Efficient operational management of the business U21: Training and development U7: Reasons for training Identification of training needs Types of training Costs and benefits of training and development	U7: Understand the importance of managing resources Creation and interpretation of financial forecasts Viability of a business Demonstrate business skills/IT skills U21: Induction Benefits of a good induction programme and costs of a poor induction programme Developing an appropriate induction programme	Exam technique and practice	Exam technique and practice
Students will	U6: Examine the functions of management and leadership Examine Business culture Examine Management and leadership styles Examine Management and leadership skills Examine Human resources Examine Human resource planning U17: Examine Digital marketing in the marketing function Examine How the digital communication is delivered and what devices are best for displaying digital communications Examine Digital marketing objectives Examine Digital strategies to meet target objectives Examine Return on Investment compensation models Examine the benefits and concerns of online advertising	U6: Examine Motivation in the workplace Examine Techniques to meet skills requirements Examine Training and development Examine Performance appraisal Examine Managing change Examine Quality standards Examine Developing a quality culture Examine The techniques and tools of quality management Examine The importance and benefits of quality management U17: Apply the Marketing planning process Develop an Integration in the wider marketing and promotional mix	U7: Business ideas Purpose and structure of a business Techniques to analyse data effectively for business purposes Appropriate formats for decision making in a business context Software-generated information for decision making in a business Types of research Competitor analysis Trends Marketing plan Legislation Quality issues U21: Investigate Training and development in a selected business Examine the planning and delivery of training programmes in a selected business	U7: Understand Human resources Understand physical and financial resources Creation and analysis of a sales forecast Create and interpret a cash flow forecast Creation and interpretation of a break-even chart Creation and interpretation of an income statement Creation and interpretation of a statement of financial position Carry out Ratio analysis Examine Threats and ‘what if’ scenarios Contingency plan Demonstrate Business skills U21: Develop an appropriate induction programme for a group of new starters in a selected business	Exam technique and practice for unit 6. Targeted areas Practice how to tackle the case study	Exam technique and practice for unit 7. Targeted areas Practice how to tackle the case study

Language for Life (Key terms /Vocabulary)	Command verbs linked to specific criteria eg: pass = describe, merit = analyse, distinction = evaluate					
Extended writing Opportunities	U6: Students will be able to critically evaluate information in context relating to improving the effectiveness of management and leadership practices. They can apply relevant concepts, models and theories in order to present reasoned evaluations in realistic business scenarios. Students make appropriate judgements and present fully justified recommendations for business improvement. They will understand the importance of change to ensure business success and how a quality standards culture needs to be embedded, developed and maintained to remain successful.	U17: Evaluation that highlights different compensation models, benefits and concerns. Report considering the benefits and potential concerns of digital marketing	U21: Evaluate the contribution that training and development make to fulfilling the objectives of the selected business. Evaluate the likely costs and benefits of different types of training for individual needs in a selected business. Evaluate the likely impact of the induction programme on the business and the individuals	U7: Students will be able to critically evaluate and synthesise information relating to business viability and future business success. They can apply key concepts and business decision-making models to real-life scenarios, analyse complex information and financial data from different sources and assess its impact and influence on business decisions. Learners can consider the implications in the context of the business information and financial detail both given and created, making appropriate justified recommendations for necessary future actions.		
Maths Across the Curriculum	U6: ratings scales, forecasting. Addition, multiplication, percentage for workforce calculations	U17: Return on investment compensation models	Analysis of financial information Costs of training and development	forecasting. Addition, multiplication, percentage, formulas		
Links to careers/ aspirations	All units are given a vocational context, linking how the skills and assessment outcomes relate to different workplaces					
Cultural Capital	Book: Principles of management: Olivia Laasch TV/Film: The Apprentice Place: Any visitor attraction: talk by CEO	Book: Digital Marketing strategy . Ao in lone approach: Simon Kingsnorth TV/Film: Emily in Paradise Place: Zoo's Museums	Book: Business decision making and problem solving: John Adair TV/Film: Steve jobs - Netflix Place: Escape room Oxford Street	Book: Induction training: A complete guide: Gerardus Blokdyk TV/Film: The Founder – Netflix /Amazon Place: Boots Induction : Part time job		
Practical Application of Skills	Using real life businesses as situational context, applying theory which allows learners to delve into the decisions they make (or not) and the concurrent analysis that has real life implications in the ever changing world we live in, for businesses and all of their stakeholders. Learners will then evaluate the theory in relation to numerous examples and the impacts that have been created for all topics to give them a well-rounded understanding of a variety of industries to understand the impact of business					