

# Biddenham International School: Business Curriculum



**Component 3 - Financial documents**  
Students will complete a range of financial documents including an invoice, purchase order and receipt.

**Component 3 - Breakeven & Cashflow.** Students will examine why businesses use these financial tools and how to compile a cashflow forecast and break even chart.

**Component 3 -** Statement of comprehensive income and financial position.

**Component 3 - Promotional methods.** Students will examine a range of promotional techniques, considering appropriateness of media and the message conveyed.

**Final examination in February of Year 11 and resit opportunity in May.**

**Component 2 -** You will consider physical, financial and human resources needed to run a business,

**Component 2 -** In a formal report you will consider a number of ideas before developing a plan for a realistic micro-enterprise activity.

**Component 2 -** Examining the skills and qualities needed to be an entrepreneur

**Component 2 -** Students will be recorded delivering a business pitch for their developed idea.

**Component 2 -** Students will be observed and a formal witness statement will be given for reflection.

**Component 2 -** Prepare a business pitch for a micro enterprise.

**Component 2 -** Coursework 30% of the students grade begins

**Component 2 -** Completion. Work will be submitted for final grading. This unit is 30% of the learners overall BTEC grade.

**Component 2 -** Presentation and creativity skills. Students will be individually assessed on their presentation and creative skills.

**Component 1 -** Students will combine research with business tools such as PESTLE and SWOT analysis to form a detailed report on the factors impacting two organisations.

**Component 1 -** Analytical and evaluative skills will be assessed on their ability to consider the significance of data.

**Component 1 -** Students continue to examine two businesses and create a powerpoint presentation on a range of research methods.

**Component 1 -** Students will examine two local businesses looking at why enterprises are successful and the impact of factors both inside and outside the control of the enterprise, and investigate ways in which situational analysis can be used to support decision making.

**Component 1 -** Students will begin the final assessment for this component on Internal and external factors impacting a business.

**Component 1 -** Students will explore the importance of meeting customer needs, the methods of research and the need to examine competition.

Presentation skills and interpreting command words.

**Component 1 -** Students explore how to research and reference work in an academic manner.

**Component 1 -** Students are set their first formally assessed assignment. (Unit 1 is worth 30% of their grade.

**Component 1 -** Students begin their second assignment on Market research.

**Employer presentation -** Students will participate in Q&A with a minimum of three local businesses.

**Component 1 -** Students will begin to look at the characteristics of small and medium enterprises (SMEs) and entrepreneurs with reasons for levels of success.

**Component 1 -** Students are taught to develop knowledge and understanding of the different types of enterprise and their ownership,

**Start Business:** Introductory project to familiarise students with criteria.

**Year 11**

**Year 10**

**Year 9**



# Business Studies BTEC L3 Learning Journey

Creating informed, discerning employees, consumers and future

**SUCCESS COMES FROM HARDWORK**

Assessment Task  
Personal Swot analysis, witness statements and career Action Plan



SWOT analysis

Review & evaluation

Assessment Task  
Job Application & interview roleplay

Job application & interview skills

Assessment Task  
Recruitment process and legal framework of a large organisation

Effective recruitment

Legal & ethical considerations

**Unit 8 – Recruitment & Selection**

**UNIT EXAM**

Income statements, balance sheets

**MOCK EXAM**

Income & expenditure

Insurance

Current Accounts

Functions and role of money

**Unit 3 Personal & Business Finance**

**YEAR 13**

May onwards begin unit 3 teaching.

**Practice EXAM on A&B**

Financial institutions

Borrowing, saving & investing

Payment methods

Product

Promotion

Extended Marketing Mix

**UNIT 2 EXAM**

PESTLE analysis

SWOT analysis

5 Forces analysis

Place

Pricing strategies

Budgets & Timescales

Exam structure and tips

Market research

Segmentation

Role of marketing

Innovation and enterprise (Unit 1)

**Unit 2 Developing a marketing campaign**

Assessment Task  
Market analysis (Unit 1)

(Unit 2) Practice Assessment Task

Marketing aims and objectives

Types of market

Assessment Task  
situational analysis (Unit 1)

Demand Supply & price theory

Business aims and objectives

Assessment Task  
Organisation structures & Aims (Unit 1)

SWOT analysis



Market Structures

Organisational structures

Effective communication

PESTLE analysis

The competitive environment

Assessment Task  
Features of businesses

**STARTING BUSINESS**

**Unit 1 Investigating Business**

**YEAR 12**

In Year 12 Unit 1 & 2 are taught simultaneously.

Assessment Task  
Stakeholders & communication

Business stakeholders

Features of a business