



Curriculum Plan-Subject: Year 11 Business BTEC

Autumn Term	Spring Term	Summer Term
<p><i>JCU - Unit 1- 1: Enterprise in the Business World; Learning</i></p> <p>Finish writing up U1-2</p> <p><i>JCU: Unit 3 coursework - Promotion & Branding</i></p> <p>U3-1 Promotion & Branding,</p> <p>Learning aim A - Explore the use of branding and the promotional mix</p> <p>Write up coursework - Promotion & Branding U3-1 Promotion & Branding,</p> <p>Learning aim A - Explore the use of branding and the promotional mix P1, P2, P3, M1, M2 & D1 complete Oct HT</p> <p>Skills</p> <ul style="list-style-type: none"> - Knowledge & understanding - Application of theory to solve problem/answer question - Analysis - explain using chain of argument to show full understanding weighing up arguments <p>Research - get real examples to illustrate answer Evaluate = Distinction</p>	<p><i>JCU: Unit 6 coursework - What is Retail Business?</i></p> <p>U6-1 Introducing Retail Business</p> <p>Learning aim A: Explore the structure and organisation of retail business</p> <p>Write up answer to U 6-1</p> <p>U6-2 Introducing Retail Business</p> <p>Learning Aim B: Investigate the relationship between retail business and the external environment</p> <p>Prepare P6, M3</p> <p>Skills</p> <ul style="list-style-type: none"> - Knowledge & understanding - Application of theory to solve problem/answer question - Analysis - explain using chain of argument to show full understanding weighing up arguments <p>Research - get real examples to illustrate answer</p>	<p><i>JCU: Unit 6 coursework - What is Retail Business?</i></p> <p>U6-2 Introducing Retail Business</p> <p>Learning Aim B: Investigate the relationship between retail business and the external environment</p> <p>Prepare D2, P7</p> <p>Write up answer to U 6-2</p> <p>Finish before May HT - rest of the time general revision</p> <p>Skills</p> <ul style="list-style-type: none"> - Knowledge & understanding - Application of theory to solve problem/answer question - Analysis - explain using chain of argument to show full understanding weighing up arguments <p>Research - get real examples to illustrate answer Evaluate = Distinction</p>
<p>HALF TERM</p>		

Bishop Milner Catholic College



<p>JCU: Unit 3 coursework - Promotion & Branding</p> <p>Unit 3-2 - Promoting a Brand, Learning aim B: Develop and promote a brand for a business</p> <p>Write up U3-2 for internal assessment - P4, P5, M3, M4, D2</p> <p>Write up U3-2 assignment complete beginning of December 2016</p> <p>and start U6-1 U6 What is Retail Business?</p> <p>U6-1 Introducing Retail Business -</p> <p>Learning aim A: Explore the structure and organisation of retail business Prepare P1, P2, P3</p> <p>Skills</p> <ul style="list-style-type: none">- Knowledge & understanding- Application of theory to solve problem/answer question- Analysis - explain using chain of argument to show full understanding weighing up arguments <p>Research - get real examples to illustrate answer Evaluate = Distinction</p>	<p>JCU: Unit 6 coursework - What is Retail Business?</p> <p>U6-2 Introducing Retail Business</p> <p>Learning Aim B: Investigate the relationship between retail business and the external environment</p> <p>Prepare D2, P7</p> <p>Write up answer to U 6-2</p> <p>Skills</p> <ul style="list-style-type: none">- Knowledge & understanding- Application of theory to solve problem/answer question- Analysis - explain using chain of argument to show full understanding weighing up arguments <p>Research - get real examples to illustrate answer Evaluate = Distinction</p>	
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