



KS5 – Long Term Overview		Subject: Level 3 BTEC National Ext Certificate	Year 12
Autumn Term 2022	Spring Term 2023	Summer Term 2023	
<p><b>Half Term 1</b></p> <p><b>Coursework: Unit 1 – Exploring Business – Learning Aims A &amp; B</b></p> <ul style="list-style-type: none"> <li>• Explain the features of two contrasting businesses</li> <li>• Explain how two contrasting businesses are influenced by stakeholders</li> <li>• Explore the organisational structures, aims and objectives of two contrasting businesses</li> <li>• Assess the relationship and communication with stakeholders of two contrasting businesses using independent research</li> <li>• Analyse how the structure of two contrasting businesses allow each to achieve its aims and objectives</li> <li>• Evaluate the reasons for the success of two contracting businesses, reflecting on evidence gathered</li> </ul>	<p><b>Half Term 3</b></p> <p><b>Unit 2 – External Exam</b></p> <p><b>Coursework: Unit 1 – Learning Aim C:</b></p> <p><b>Examine the Environment in which businesses operate</b></p> <ul style="list-style-type: none"> <li>• Explore organisational structures</li> <li>• Aims and objectives</li> <li>• Evaluate the extend and influence of the external environment</li> <li>• Situational analysis</li> </ul> <p>Learning Aim D: Examine business markets</p> <ul style="list-style-type: none"> <li>• Explore how the market structure and influences on supply and demand affect the pricing and output decisions for a given business</li> <li>• Assess how a given business responded to changes in the market</li> </ul>	<p><b>Half Term 5</b></p> <p><b>Unit 2 External Exam</b></p> <p><b>Coursework: Unit 14 – Investigating Customer Service</b></p> <p><b>Learning Aim A</b></p> <ul style="list-style-type: none"> <li>• Describe the different approaches to customer service delivery in contrasting businesses</li> <li>• Analyse how legislation and regulation impact on customer service provision in a selected business</li> <li>• Evaluate the importance for a selected business of providing excellent customer service and adhering to relevant current legislation and regulations</li> </ul> <p>Learning Aim B – Investigate the methods used to improve customer service in a business</p> <ul style="list-style-type: none"> <li>• Research methods a business can use to make improvements to the customer service provision</li> </ul>	

	<ul style="list-style-type: none"> <li>Evaluate how changes in the market have impacted on a given business and how this business may react to future changes</li> </ul>	<ul style="list-style-type: none"> <li>Analyse different methods of monitoring customer service for a product or service in contrasting businesses</li> <li>Evaluate the benefits of improvements to customer service performance for the business, the customer, and the employee</li> </ul>
<p><b>Half Term 2</b></p> <p><b>Unit 2 – Developing A Marketing Campaign</b></p> <ul style="list-style-type: none"> <li>Role of marketing</li> <li>Marketing aims and objectives</li> <li>Types of market</li> <li>Branding</li> <li>Influences on marketing Activity</li> <li>Developing a rationale for a marketing campaign</li> <li>Identify the needs and wants of customers</li> <li>Market research</li> <li>Planning and developing a marketing campaign</li> <li>Situational analysis</li> <li>Pricing strategies</li> <li>Marketing mix</li> <li>Evaluation and appropriateness of the marketing campaign</li> </ul> <p>Unit 2 Exam preparation</p> <p>Unit 2 Mock exam</p>	<p><b>Half Term 4</b></p> <p><b>Unit 1 Learning Aim E</b></p> <ul style="list-style-type: none"> <li><b>Explore how innovation and enterprise contribute to the success of business</b></li> <li><b>Investigate the role and contribution of innovation and enterprise</b></li> <li><b>Justify the use of innovation and enterprise for a business in relation to its changing market and environment</b></li> </ul> <p><b>Unit 2 Resit preparations</b></p> <p><b>Recap all the Unit 2 topics</b></p>	<p><b>Half Term 6</b></p> <p>Learning Aim C</p> <ul style="list-style-type: none"> <li>Demonstrate communication and interpersonal skills appropriate to meet customer needs in different situations</li> <li>Review own customer service skills, identifying gaps where improvements could be made</li> <li>Present a clear, effective development plan for own customer service skills</li> <li>Assess how the development plan has improved performance of customer service skills</li> <li>Demonstrate initiative in making high quality justified recommendations to develop own communication and interpersonal skills to meet customer needs</li> </ul>