



## Year 12 BTEC

### Y12 Skills

AO1 Demonstrate knowledge and understanding of principles, concepts, key terms, functions and theories.

AO2 Apply knowledge and understanding to real-life business and personal scenarios

AO3 Analyse information and data, demonstrating the ability to interpret the potential impact and outcome in context

AO4 Evaluate how information and data can be used, and interrelate, in order to justify conclusions.

### Y12 Knowledge

#### **Internal assessment Coursework**

**Unit 1 Exploring Business** - Explore the features of different businesses and what makes them successful, Investigate how businesses are organised, Examine the environment in which businesses operate, Examine business markets and investigate the role and contribution of innovation and enterprise to business success

**Unit 22 Market Research** - Examine the types of market research, plan and implement a market research activity to meet a specific marketing objective and analyse and present market research

#### **Externally assessed Controlled Assessment -**

**Unit 2 - Developing a Marketing Campaign** - A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign, using information to develop the rationale for a marketing campaign and Planning and developing a marketing campaign.

#### **External Exam**

**Unit 3 Personal and Business Finance** - Understand the importance of managing personal finance, Explore the personal finance sector, Understand the purpose of accounting, Select and evaluate different sources of business finance, Break-even and cash flow forecasts, Complete statements of comprehensive income and financial position and evaluate a business's performance.