

BTEC Business Curriculum

Key Stage 3 - Prior Knowledge

In Key Stage 3 you will have started to explore the design business:

- Entrepreneurship
- Risk
- Creativity
- Target market
- Product life cycle
- Sustainability

Autumn 1

Autumn 2

Spring 1

Spring 2

Summer 1

Summer 2

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Principles of Business:

Entrepreneurs, Legal Structures, Aims and Objectives, Sectors of Industry, Business Models

Marketing:

Market Research, Bias, Validity, Marketing Mix, Target Audience

Finance:

Sources of Finance, Costs, Revenues, Profits, Break Even, Cash Flow

External Environment:

PEST, SWOT, Competition

Mastery of Knowledge

Marketing:

Segmentation, Product Life Cycle, Pricing Strategies, Promotional Mix, Distribution Channels

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Marketing:

Segmentation, Product Life Cycle, Pricing Strategies, Promotional Mix, Distribution Channels

Finance:

Financial Documents, Financial Statements, Liquidity, Profitability, Budgeting

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Financial Documents, Financial Statements, Liquidity, Profitability, Budgeting

Mastery of Knowledge

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