

Btec National Business overall plan

Week	Number of lessons	Unit	Coursework Assignment	Grading Criteria	Assessment
15/03/2021	5	1	2	P4, P5	
22/03/2021	5	1	2	M3, D2	
29/03/2021	5	1	2	P6	
19/04/2021	5	1	2	M4, D3	
26/04/2021	5	1	2	P4, P5, M3, D2, P6, M4, D3	
03/05/2021	5	2			LAA assessment
10/05/2021	5	2			LAA assessment
17/05/2021	5	2			LAB assessment
24/05/2021	5	2			LAB assessment

Unit	Assignment	Learning	
		Aim	Criteria
1	2	LAC	P4 Discuss the internal, external and competitive environment for a given business.
1	2	LAC	P5 Select a variety of techniques to undertake a situational analysis of a given business.
1	2	LAC	M3 Assess the effects of the business environment on a given business.
1	2	LAC	D2 Evaluate the extent to which the business environment affects a given business, using a variety of situational analysis techniques.
1	2	LAD	P6 Explore how the market structure influences on supply and demand effects the pricing and output decisions of a given business.
1	2	LAD	M4 Assess how a given business has responded to changes in the market.
1	2	LAD	D3 Evaluate how changes in the market have impacted on a given business and how this business may react to changes in the future.
2		LAA	Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign.
2		LAB	Using information to develop the rationale for a marketing campaign.