Year 11 – **BTEC Business Studies** – Long Term Plan 2019-20

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Term 1	Principles of Customer Service — What is customer service? (P1)	Principles of Customer Service — What is customer service? (P1)	Principles of Customer Service — Compare how two selected businesses satisfy customers (M1)	Principles of Customer Service — Compare how two selected businesses satisfy customers (M1)	Principles of Customer Service — Describe the characteristics of consistent & reliable customer service (P2)	Principles of Customer Service — Describe the characteristics of consistent & reliable customer service (P2)	Principles of Customer Service — Explain how a selected business attempts to exceed customer expectations (M2)	Principles of Customer Service — Explain how a selected business attempts to exceed customer expectations (M2)
	Principles of Customer Service — What is customer service? (P1)	Principles of Customer Service — What is customer service? (P1)	Principles of Customer Service — Compare how two selected businesses satisfy customers (M1)	Principles of Customer Service — Describe the characteristics of consistent & reliable customer service (P2)	Principles of Customer Service — Describe the characteristics of consistent & reliable customer service (P2)	Principles of Customer Service — Explain how a selected business attempts to exceed customer expectations (M2)	Principles of Customer Service — Explain how a selected business attempts to exceed customer expectations (M2)	Principles of Customer Service — Explain how organisational procedures & legislation contribute to consistent & reliable customer service (P3)

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Term 2	Principles of Customer Service — Explain how organisational procedures & legislation contribute to consistent & reliable customer service (P3)	Principles of Customer Service — Explain how organisational procedures & legislation contribute to consistent & reliable customer service (P4)	Principles of Customer Service — Demonstrate effective communication skills to meet the customer needs when dealing with 3 different customer types in customer service situations (P7)	Principles of Customer Service — Demonstrate effective communication skills to meet the customer needs when dealing with 3 different customer types in customer service situations (M4)	Principles of Customer Service — Demonstrate effective communication skills to meet the customer needs when dealing with 3 different customer types in customer service situations (D2)	Principles of Customer Service — Describe how a selected business meets the needs & expectations of 3 different types of customer (P5)	Principles of Customer Service — Describe, using examples, the limits of authority that would apply when delivering customer service (P6)
	Principles of Customer Service — Explain how organisational procedures & legislation contribute to consistent & reliable customer service (P3)	Principles of Customer Service — Explain how organisational procedures & legislation contribute to consistent & reliable customer service (P4)	Principles of Customer Service — Demonstrate effective communication skills to meet the customer needs when dealing with 3 different customer types in customer service situations (P7)	Principles of Customer Service — Demonstrate effective communication skills to meet the customer needs when dealing with 3 different customer types in customer service situations (M4)	Principles of Customer Service — Demonstrate effective communication skills to meet the customer needs when dealing with 3 different customer types in customer service situations (D2)	Principles of Customer Service — Describe, using examples, the limits of authority that would apply when delivering customer service (P6)	Principles of Customer Service — Compare the impact of legislative & regulatory requirements affecting customer service on a selected business (M3)

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Term 3	Principles of Customer Service — Compare the impact of legislative & regulatory requirements affecting customer service on a selected business (M3)	Recruitment, Selection and Employment — Organisational Structures and Functional Areas (P1)	Recruitment, Selection and Employment — Describe the responsibilities of two different job roles in two contrasting businesses. (P2)	Recruitment, Selection and Employment — Analyse the impact of organisational structure on job roles and functional areas in a selected business,	Recruitment, Selection and Employment — Produce an appropriate and detailed job description and person specification for a specific job. (P3)	Recruitment, Selection and Employment — Produce curriculum vitae, letter of application and completed application form to apply for a suitable job role. (P4)

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
				using appropriate examples. (D1)		
	Recruitment, Selection and Employment Organisational Structures and Functional Areas (P1)	**Recruitment, Selection and Employment** Describe the responsibilities of two different job roles in two contrasting businesses. (P2)	**Recruitment, Selection and Employment** Comparing Job roles and responsibilities (M1)	**Recruitment, Selection and Employment** Analyse the impact of organisational structure on job roles and functional areas in a selected business, using appropriate examples. (D1)	**Recruitment, Selection and Employment** Produce an appropriate and detailed job description and person specification for a specific job. (P3)	

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Term 4	**Recruitment, Selection and Employment** Produce curriculum vitae, letter of application and completed application form to apply for a suitable job role. (P4)	**Recruitment, Selection and Employment** Produce an appropriate and detailed job description and person specification for a specific job, justifying why the documents will encourage effective recruitment (M2)	**Recruitment, Selection and Employment** Justify how current knowledge and skills meet those required in a given person specification and job description (M3)	**Recruitment, Selection and Employment** Analyse gaps in knowledge and skills that might require further training or development to match the requirements of a given person specification and job description (D2)	**Recruitment, Selection and Employment** Provide appropriate responses to interview questions for a specific job role. (M4)	**Recruitment, Selection and Employment** Evaluate the suitability of a realistic career development plan using interview performance feedback and own reflection. (D3)
	Recruitment, Selection and Employment Produce curriculum vitae, letter of application and completed application form to apply for a suitable job role. (P4)	**Recruitment, Selection and Employment** Justify how current knowledge and skills meet those required in a given person specification and job description (M3)	**Recruitment, Selection and Employment** Justify how current knowledge and skills meet those required in a given person specification and job description (M3)	**Recruitment, Selection and Employment** Analyse gaps in knowledge and skills that might require further training or development to match the requirements of a given person specification and job description (D2)	**Recruitment, Selection and Employment** Demonstrate prior research and preparation when providing appropriate responses to interview questions for a specific job role. (M5)	

	Week 1	Week 2	Week 3	Week 4	Week 5
Term 5	**Recruitment, Selection and Employment** Evaluate the suitability of a realistic career development plan using interview performance feedback and own reflection. (D3)	**Enterprise in the Business World** Outline how the business environment can impact on a start-up business. (P1)	**Enterprise in the Business World** Explain how changes in the current business environment are likely to impact on a start-up business. (M1)	**Enterprise in the Business World** Compare how two trends have impacted on a start-up business.(M2)	**Enterprise in the Business World** Assess the current risks, opportunities and trends in the business environment for a startup business. (D1)

	Enterprise in the Business World Outline how the business environment can impact on a start-up business. (P1)	Enterprise in the Business World Explain how changes in the current business environment are likely to impact on a start-up business. (M1)	Enterprise in the Business World Explain how current trends will impact on a start-up business. (P2)	Enterprise in the Business World Assess the current risks, opportunities and trends in the business environment for a startup business. (D1)	Enterprise in the Business World Describe, using relevant examples, the features of successful businesses. (P3)		
	Week 1	Week 2	Week 3/	Week 4	Week 5	Week 6	Week 7
Term 6	Enterprise in the Business World Prepare a realistic initial plan for a business idea suitable for the local area. (P4)	Enterprise in the Business World Explain how the initial plan for a business idea has the potential to respond to market needs. (M4)	Enterprise in the Business World Explain the reasons for the choice of format selected for a business start-up. (P5)	Enterprise in the Business World Present a realistic business model for a business, explaining how the format and business model will enable it to carry out its activities successfully (M5)	Enterprise in the Business World Present a realistic business model for a business, explaining how the format and supporting evidence justifies the initial business idea. (D3)	Enterprise in the Business World	
	Enterprise in the Business World Compare the features, strengths and weaknesses of two successful businesses. (M3)	Enterprise in the Business World Justify how the initial plan for a business idea has potential for success in relation to existing local businesses. (D2)	Enterprise in the Business World Present a realistic business model for a business start-up. (P6)	Enterprise in the Business World Present a realistic business model for a business, explaining how the format and business model will enable it to carry out its activities successfully (M5)	Enterprise in the Business World Present a realistic business model for a business, explaining how the format and supporting evidence justifies the initial business idea. (D3)	Enterprise in the Business World	☀️