

Further study, apprenticeship or employment

# Business at PHS



## Unit 8 – Recruitment and Selection

Key skills: Presentation and evaluation

Peer assessment and self review   Interviewee and interviewer role play   Interview questions   Employability skills   Ethical and legal considerations   Interview protocols

## Unit 8 – Recruitment and Selection

Key skills: Research and design

Why businesses recruit   Recruitment and selection process   Recruitment methods   Recruitment documents   Selection methods

## Unit 1 – Exploring Business

Key skills: Research and extended writing

Innovation and enterprise   Business markets   Business environment   Business organisation   Features of businesses

YEAR  
**13**

## Unit 3 – Personal and Business Finance

Key skills: Data Analysis and numeracy

Purpose of accounting   Sources of business finance   Breakeven and cash flow forecasts   Financial statements   Ratio Analysis

## Unit 3 – Personal and Business Finance

Key skills: Extended writing and Comprehension

Consumer protection   Financial institutions   Methods of borrowing, saving and investment   Payment methods   Role and function of money   Managing personal finance

BTEC  
Extended  
Certificate

YEAR  
**12**

## Unit 2 – Develop a Marketing Campaign

Key skills: Research and Analysis

Role of marketing   Marketing aims and objectives   Influences on marketing activity   Data validity and reliability   Market research   Situational analysis   Marketing Mix   Marketing timelines and budgets

## R066 – Market and pitch a proposal

Key skills: Communication and presentation

Review pitch and identify improvements   Deliver pitch to external audience   Peer feedback   Non-verbal communication skills   Design supporting materials   Presentation skills

## R066 – Market and pitch a proposal

Key skills: Creative and research

Build a brand identity   Promote a product   Logos, celebrity endorsements and jingles   Plan a pitch   How to attract investors

YEAR  
**11**

## R065 Design a Business Proposal

Key skills: Organisation and independent work

Assess the viability of a product   Design and review a product   Carry out market research   Identify customer profiles

## R064 – Enterprise and Marketing Concepts

Key skills: Extended writing

Sales promotion   Customer service   Business ownership   Sources of start up capital   Business planning   Functional areas

## R064 – Enterprise and Marketing Concepts

Key skills: Application and analysis

Advertising   Pricing   External factors   Product differentiation   Extension strategies   The product lifecycle

OCR  
Enterprise  
and  
Marketing

CNAT  
Year  
**10**

## R064 – Enterprise and Marketing Concepts

Key skills: Comprehension and numeracy

How to target a market   Market segmentation   Market research   Customer feedback   Business costs   Revenue   Breakeven   Profit