

Curriculum Sequencing Grid: (KS5 BTEC Business - Single)

Year 12	Unit 1	Unit 2
<p>Unit (Tablet in 39 week plan)</p>	<p>Exploring Business:</p> <ul style="list-style-type: none"> • 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 • Investigate the role and contribution of innovation and enterprise to business success 	<p>Developing a Marketing Campaign:</p> <ul style="list-style-type: none"> • 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 • Planning and developing a marketing campaign
<p>Key Retainable Knowledge (Required for Y11/13)</p> <ul style="list-style-type: none"> • What... How.... Why.... 	<ul style="list-style-type: none"> • Features of businesses • Stakeholders and their influence • Effective business communications • Structure and organisation • Aims and Objectives • External Environment • Internal Environment • Competitive environment • Situational analysis • Different Market Structures • Relationship between demand, supply and price • Pricing and output decisions • Role of innovation and enterprise • Benefits and risks associated with innovation and enterprise 	<ul style="list-style-type: none"> • The role of marketing • Influences on marketing activity • Purpose of researching information to identify the needs and wants of customers • Market research methods and use • Developing the rationale • Marketing campaign activity • Marketing mix • The marketing campaign • Appropriateness of marketing campaign
<p>Key Technical Vocabulary (To be modelled and deliberately practiced in context.)</p>	<ul style="list-style-type: none"> • Ownership and liability • Purposes • Sectors, scopes and sizes • Reason for success 	<ul style="list-style-type: none"> • Principles and purposes of marketing • Marketing aims and objective • Types of market • Market segmentation

Curriculum Sequencing Grid: (KS5 BTEC Business - Single)

	<ul style="list-style-type: none"> • Stakeholders- internal/external • Business communications • Organisational Structures • Mission, vision, values • PESTLE • CSR and Ethics • Competition • SWOT 	<ul style="list-style-type: none"> • Branding, brand personality, brand image, unique selling point (USP) • Internal influences • External influences • Target markets • Size, structure and trends in the market • Primary research and Secondary research • Situational analysis • Extended Marketing mix • Marketing campaign
Opportunities for Reading	<ul style="list-style-type: none"> • BBC Bitesize • Pearson Business text and revision books • Tutor2u.net • BBC Business News / BBC Newsround • Knowledge Organisers / guides • Dragon's Den, The Apprentice, educational documentaries • Maltby CAB Twitter • Local and national newspapers • Guest speakers • Educational visits 	<ul style="list-style-type: none"> • BBC Bitesize • Pearson Business text and revision books • Tutor2u.net • BBC Business News / BBC Newsround • Knowledge Organisers / guides • Dragon's Den, The Apprentice, educational documentaries • Maltby CAB Twitter • Local and national newspapers • Guest speakers • Educational visits
Developing Cultural Capital (exposure to very best- essential knowledge and skills of educated citizens – appreciation of human creativity and achievement.)	<ul style="list-style-type: none"> • Student Investor Challenge • London trip – business visits and workshops 	<ul style="list-style-type: none"> • Student Investor Challenge • London trip – business visits and workshops • Research into industry – statistics etc.
Cross Curricular Links (Authentic Connections)	<ul style="list-style-type: none"> • Economics – Supply and Demand, Elasticity of demand • English Language – Literacy skills and Extended Writing 	<ul style="list-style-type: none"> • Economics – Business Cycle • English Language – Literacy skills and Extended Writing

Curriculum Sequencing Grid: (KS5 BTEC Business - Single)

	<ul style="list-style-type: none"> ICT – Computer skills 	<ul style="list-style-type: none"> ICT – Computer skills Maths – understanding data and graph analysis
Key Assessment	<ul style="list-style-type: none"> Topical SPA and CTG Assignments: Written essays and presentation. 	<ul style="list-style-type: none"> Topical SPA and CTG External assessment – written report x 2 in controlled environment.

Year 13	Unit 3	Unit 8
Unit (Tablet in 39 week plan)	Personal and Business Finance <ul style="list-style-type: none"> 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 	Recruitment and Selection Process <ul style="list-style-type: none"> Examine how effective recruitment and selection contribute to business success Undertake a recruitment activity to demonstrate the processes leading to a successful job offer Reflect on the recruitment and selection process and your individual performance
Key Retainable Knowledge (Required for Y11/13) <ul style="list-style-type: none"> What... How.... Why.... 	<ul style="list-style-type: none"> Functions and role of money Different ways to pay Current Accounts Managing personal finance Features of financial institutions Communicating with customers Consumer protection in relation to personal finance Information guidance and advice Purpose of accounting 	<ul style="list-style-type: none"> Workforce planning Recruitment process Selection of staff, including assessment centres and psychometric testing, group/team activity interviews (by telephone, face-to-face, group and panel), presentations in interviews, short tests at interviews Why recruitment processes have to be ethical and adhere to equal opportunities legislation; what the ethical

Curriculum Sequencing Grid: (KS5 BTEC Business - Single)

	<ul style="list-style-type: none"> • Types of income & expenditure • Sources of finance • Cash flow forecasts • Break-even analysis • Statement of comprehensive income/financial position • Measuring profitability, liquidity, efficiency • Limitations of ratios 	<p>responsibilities and the current legislation relating to equal opportunities are</p>
<p>Key Technical Vocabulary (To be modelled and deliberately practiced in context.)</p>	<ul style="list-style-type: none"> • Functions and role of money • Expenditure • Cost controlling, Debt, Credit Rating • Payment Methods • Different current/saving accounts, personal finance • Risk vs reward • Different forms of financial institutions • Communication methods • Purpose of accounting • Capital/revenue Income/revenue expenditure • Internal/external source of finance • Cash flow forecasts, Break-even analysis • Statement of comprehensive income/financial position • Profitability, Liquidity, Efficiency 	<ul style="list-style-type: none"> • Recruitment of staff • The recruitment and selection process • Ethical and legal consideration in the recruitment process • Job applications • Interviews and skills • Review and evaluation • SWOT analysis and action plan
<p>Opportunities for Reading</p>	<ul style="list-style-type: none"> • BBC Bitesize • Pearson Business text and revision books • Tutor2u.net • BBC Business News / BBC Newsround • Knowledge Organisers / guides • Dragon's Den, The Apprentice, educational documentaries • Maltby CAB Twitter • Local and national newspapers 	<ul style="list-style-type: none"> • BBC Bitesize • Pearson Business text and revision books • Tutor2u.net • BBC Business News / BBC Newsround • Knowledge Organisers / guides • Dragon's Den, The Apprentice, educational documentaries • Maltby CAB Twitter • Local and national newspapers • Guest speakers

Curriculum Sequencing Grid: (KS5 BTEC Business - Single)

	<ul style="list-style-type: none"> • Guest speakers • Educational visits 	<ul style="list-style-type: none"> • Educational visits
<p>Developing Cultural Capital (exposure to very best- essential knowledge and skills of educated citizens – appreciation of human creativity and achievement.)</p>	<ul style="list-style-type: none"> • Creating actual business documentation • Life lessons in personal finance 	<ul style="list-style-type: none"> • Student Investor Challenge • London trip – business visits and workshops • Interview day • Guest speaker from Department for Work and Pensions
<p>Cross Curricular Links (Authentic Connections)</p>	<ul style="list-style-type: none"> • Economics – Business Cycle, Inflation, Tax • PSHE – Finance and Citizens Advice, Financial Planning • Maths – Basic Number Skills • ICT – Spreadsheet skills 	<ul style="list-style-type: none"> • ICT – Computer skills • Psychology – Understanding social norms and prejudice • Sociology – Herding behaviour • English – literacy, speaking and listening skills.
<p>Key Assessment</p>	<ul style="list-style-type: none"> • SPA and CTG activities • Mock exam • 2 hour exam 	<ul style="list-style-type: none"> • Topical SPA and CTG • Assignments: Written report, interview technique, reflection.