

Curriculum Sequencing Grid: (KS5 BTEC Business - Double)

Year 12	Unit 1	Unit 2	Unit 3	Unit 8
Unit (Tablet in 39 week plan)	<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>Personal and Business Finance</p> <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 	<p>Recruitment and Selection Process</p> <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
<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 	<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 	<ul style="list-style-type: none"> Functions and role of money Different ways to pay Current Accounts Managing personal finance Features of financial institutions 	<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

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	<ul style="list-style-type: none"> • 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"> • Market research methods and use • Developing the rationale • Marketing campaign activity • Marketing mix • The marketing campaign • Appropriateness of marketing campaign 	<ul style="list-style-type: none"> • Communicating with customers • Consumer protection in personal finance • Information guidance and advice • Purpose of accounting • Types of income • Types of expenditure • Sources of finance • Cash flow forecasts • Break-even analysis • Statement of comprehensive income • Statement of financial position • Measuring profitability • Measuring liquidity • Measuring efficiency • Limitations of ratios 	<p>panel), presentations in interviews, short tests at interviews</p> <ul style="list-style-type: none"> • Why recruitment processes have to be ethical and adhere to equal opportunities legislation; what the ethical responsibilities and the current legislation relating to equal opportunities are
<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 • Stakeholders-internal/external • Business communications • Organisational Structures • Mission, vision, values • PESTLE 	<ul style="list-style-type: none"> • Principles and purposes of marketing • Marketing aims and objective • Types of market • Market segmentation • Branding, brand personality, brand image, unique selling point (USP) • Internal influences 	<ul style="list-style-type: none"> • Functions and role of money • Expenditure • Cost controlling • Debt, Credit Rating • Payment Methods • Different current/saving accounts • Different personal finance • Risk vs reward 	<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

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	<ul style="list-style-type: none"> • CSR and Ethics • Competition • SWOT • 	<ul style="list-style-type: none"> • External influences • Target markets • Size, structure and trends in the market • Primary research and Secondary research • Situational analysis • Extended Marketing mix • Marketing campaign 	<ul style="list-style-type: none"> • Different forms of financial institutions • Communication methods • Purpose of accounting • Capital/revenue Income • Capital/ Revenue expenditure • Internal/external source of finance • Cash flow forecasts • Break-even analysis • Statement of comprehensive income • Statement of financial position • Profitability, Liquidity, Efficiency 	<ul style="list-style-type: none"> • 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 	<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 	<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 	<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

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	<ul style="list-style-type: none"> Local and national newspapers Guest speakers Educational visits 	<ul style="list-style-type: none"> Local and national newspapers Guest speakers Educational visits 	<ul style="list-style-type: none"> Local and national newspapers Guest speakers Educational visits 	<ul style="list-style-type: none"> 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. 	<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
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 ICT – Computer skills 	<ul style="list-style-type: none"> Economics – Business Cycle English Language – Literacy skills and Extended Writing ICT – Computer skills Maths – understanding data and graph analysis 	<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.
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. 	<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.

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Year 13	Unit 4	Unit 5	Unit 6	Unit 27
<p>Unit (Tablet in 39 week plan)</p>	<p>Managing an Event</p> <ul style="list-style-type: none"> • Explore the role of an event organiser • Investigate the feasibility of a proposed event • Develop a detailed plan for a business or social enterprise event • Stage and manage a business or social enterprise event • Reflect on the running of the event and evaluate own skills development. 	<p>International Business</p> <ul style="list-style-type: none"> • Explore the international context for business operations • Investigate the international economic environment in which business operates • Investigate the external factors that influence international businesses • Investigate the cultural factors that influence international businesses • Examine the strategic and operational approaches to develop international trade 	<ul style="list-style-type: none"> • Principles of Management • The definitions and functions of management • Management and leadership styles and skills • Managing human resources • Factors influencing management, motivation and performance of the workforce • Impact of change • Quality management 	<ul style="list-style-type: none"> • Work Experience in Business • Work Experience in Business • A1 Work-related learning • A2 Outcomes and benefits of work experience • A3 Planning for work experience • B1 Induction to work • B2 Role and tasks • B3 Working safely • C1 Learning from work placement • C2 Using feedback and setting goals
<p>Key Retainable Knowledge (Required for Y11/13)</p> <ul style="list-style-type: none"> • What... How.... Why.... 	<ul style="list-style-type: none"> • Different tasks needed to be completed by an event organiser • Different skills needed by an effective event organiser • Common formats for skills audit collection • Different types of event, and the factors affecting success 	<ul style="list-style-type: none"> • International business • Financing of international • Support for international business • Globalisation • International trading blocs • Barriers to international business • External influences • International business support systems 	<ul style="list-style-type: none"> • Definitions of management and leadership • Functions of management and leadership • Business culture • Management and leadership styles • Management and leadership skills 	<ul style="list-style-type: none"> • Workforce planning • Recruitment process • Application form • Interview • Personal development plan • Induction process • Key skills • Training • On the job/off the job • Reflection • Health and safety

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	<ul style="list-style-type: none"> • Feasibility measures and critical success factors • Event planning and the use of planning tools • Factors to be considered, including budgets, resources and contingency planning • Management of the event • Problem solving • Evaluation of the event • Review of personal skills development in the running of the event 	<ul style="list-style-type: none"> • Cultural factors • Impact of cultural factors • Strategies for operating internationally • Resource considerations 	<ul style="list-style-type: none"> • Human resources (HR) • Human resource planning • Motivation in the workplace • Techniques to meet skills requirements • Training and development • Performance appraisal • Managing change • Quality standards • Developing a quality culture • The techniques and tools of quality management • The importance and benefits of quality management 	<ul style="list-style-type: none"> • Supervisor • Target setting/SMART • Communication • Personnel skills • Work skills • Experience • Qualifications • CPD
<p>Key Technical Vocabulary (To be modelled and deliberately practiced in context.)</p>	<ul style="list-style-type: none"> • Organising events • Legal requirements • Organisational procedures • Skills audit collection • Event success factors and measures • Planning tools • Contingency planning 	<ul style="list-style-type: none"> • Exporting/importing • Multinational enterprises • Growth • Different markets • Methods used to finance international trade • International agencies • Features of globalisation • International trading blocs • Protectionism 	<ul style="list-style-type: none"> • Management and leadership • Business culture • Management and leadership styles • Management and leadership skills • Human Resources • Human resources planning 	<ul style="list-style-type: none"> • Work experience • Voluntary • Full time • Part time • Networking • References • Goals • Training • Application process • Induction

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	<ul style="list-style-type: none"> • Managing/running an actual event • Problem solving • Reflection and evaluation skills 	<ul style="list-style-type: none"> • Barriers to trade • Pestle • Influence of internet • International payment methods • Cultural factors • Re-engineering products and services • Capital/revenue costs 	<ul style="list-style-type: none"> • Motivation in the workplace • Training and development • Performance appraisal • Managing change • Quality standards • Quality management 	<ul style="list-style-type: none"> • Roles and Responsibilities • Risks • Health and Safety • Reflection • Professional Development • Feedback
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 	<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

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<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"> • Student Investor Challenge • London trip – business visits and workshops • Real life experience of planning, managing and evaluating an event. 	<ul style="list-style-type: none"> • Student Investor Challenge • London trip – business visits and workshops • Real life experience of planning, managing and evaluating an event. 	<ul style="list-style-type: none"> • Student Investor Challenge • London trip – business visits and workshops • Contextual application of scenarios 	<ul style="list-style-type: none"> • Work based learning via the work experience • Creating CV's • Application for real life positions • Reflecting on performance • Interview practice • Link to unit 8 with DWP expertise
<p>Cross Curricular Links (Authentic Connections)</p>	<ul style="list-style-type: none"> • Economics – Micro economy, specialisation of labour • English Language – literacy and communication skills • ICT – Computer skills, planning tools • Technology – planning tools. • Sport – sporting event 	<ul style="list-style-type: none"> • Economics – Protectionism, Globalisation • English Language – literacy and communication skills • ICT – Computer skills 	<ul style="list-style-type: none"> • Economics – labour market • English Language – literacy and communication skills • Maths – numeracy skills • Psychology – motivation theories 	<ul style="list-style-type: none"> • Economics – human capital and earning potential • PSHE employability skills • English – CV writing/application forms/persuasive writing
<p>Key Assessment</p>	<ul style="list-style-type: none"> • Topical SPA and CTG • Assignments: Written essays and reflection report. 	<ul style="list-style-type: none"> • Topical SPA and CTG • Business Report 	<ul style="list-style-type: none"> • Topical SPA and CTG • External assessment – written exam. 	<ul style="list-style-type: none"> • Formal BTEC assessment • On the Job employer report • Ongoing SPA/CTG