

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 • Stakeholders- internal/external • Business communications • Organisational Structures • Mission, vision, values 	<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 • External influences

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	<ul style="list-style-type: none"> • PESTLE • CSR and Ethics • Competition • SWOT 	<ul style="list-style-type: none"> • 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 • 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
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.

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Year 13	Unit 3	Unit 8
<p>Unit (Tablet in 39 week plan)</p>	<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"> • 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 • 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 	<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 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"> • Functions and role of money • Expenditure • Cost controlling, Debt, Credit Rating • Payment Methods • Different current/saving accounts, 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"> • 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"> • SWOT analysis and action plan
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"> • 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
Cross Curricular Links (Authentic Connections)	<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"> • 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.