

Curriculum Sequencing Grid: (KS5 BTEC Business - Double)

Year 12	Unit 1	Unit 2	Unit 3	Unit 8
<p><b>Unit</b> (Tablet in 39 week plan)</p>	<p>Exploring Business:</p> <ul style="list-style-type: none"> <li>• Explore the features of different businesses and what makes them successful</li> <li>• Investigate how businesses are organised</li> <li>• Examine the environment in which businesses operate</li> <li>• Examine Business markets</li> <li>• Investigate the role and contribution of innovation and enterprise to business success</li> </ul>	<p>Developing a Marketing Campaign:</p> <ul style="list-style-type: none"> <li>• Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign</li> <li>• Using information to develop the rationale for a marketing campaign</li> <li>• Planning and developing a marketing campaign</li> </ul>	<p>Personal and Business Finance</p> <ul style="list-style-type: none"> <li>• Understand the importance of managing personal finance</li> <li>• Explore the personal finance sector</li> <li>• Understand the purpose of accounting</li> <li>• Select and evaluate different sources of business finance</li> <li>• Break-even and cash flow forecasts</li> <li>• Complete statements of comprehensive income and financial position and evaluate a business's performance</li> </ul>	<p>Recruitment and Selection Process</p> <ul style="list-style-type: none"> <li>• Examine how effective recruitment and selection contribute to business success</li> <li>• Undertake a recruitment activity to demonstrate the processes leading to a successful job offer</li> <li>• Reflect on the recruitment and selection process and your individual performance</li> </ul>
<p><b>Key Retainable Knowledge</b> (Required for Y11/13)</p> <ul style="list-style-type: none"> <li>• What... How.... Why....</li> </ul>	<ul style="list-style-type: none"> <li>• Features of businesses</li> <li>• Stakeholders and their influence</li> <li>• Effective business communications</li> <li>• Structure and organisation</li> <li>• Aims and Objectives</li> <li>• External Environment</li> <li>• Internal Environment</li> <li>• Competitive environment</li> <li>• Situational analysis</li> </ul>	<ul style="list-style-type: none"> <li>• The role of marketing</li> <li>• Influences on marketing activity</li> <li>• Purpose of researching information to identify the needs and wants of customers</li> <li>• Market research methods and use</li> <li>• Developing the rationale</li> <li>• Marketing campaign activity</li> </ul>	<ul style="list-style-type: none"> <li>• Functions and role of money</li> <li>• Different ways to pay</li> <li>• Current Accounts</li> <li>• Managing personal finance</li> <li>• Features of financial institutions</li> <li>• Communicating with customers</li> <li>• Consumer protection in personal finance</li> </ul>	<ul style="list-style-type: none"> <li>• Workforce planning</li> <li>• Recruitment process</li> <li>• 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</li> </ul>

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	<ul style="list-style-type: none"> <li>• Different Market Structures</li> <li>• Relationship between demand, supply and price</li> <li>• Pricing and output decisions</li> <li>• Role of innovation and enterprise</li> <li>• Benefits and risks associated with innovation and enterprise</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing mix</li> <li>• The marketing campaign</li> <li>• Appropriateness of marketing campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Information guidance and advice</li> <li>• Purpose of accounting</li> <li>• Types of income</li> <li>• Types of expenditure</li> <li>• Sources of finance</li> <li>• Cash flow forecasts</li> <li>• Break-even analysis</li> <li>• Statement of comprehensive income</li> <li>• Statement of financial position</li> <li>• Measuring profitability</li> <li>• Measuring liquidity</li> <li>• Measuring efficiency</li> <li>• Limitations of ratios</li> </ul>	<ul style="list-style-type: none"> <li>• 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</li> </ul>
<p><b>Key Technical Vocabulary</b> (To be modelled and deliberately practiced in context.)</p>	<ul style="list-style-type: none"> <li>• Ownership and liability</li> <li>• Purposes</li> <li>• Sectors, scopes and sizes</li> <li>• Reason for success</li> <li>• Stakeholders- internal/external</li> <li>• Business communications</li> <li>• Organisational Structures</li> <li>• Mission, vision, values</li> <li>• PESTLE</li> <li>• CSR and Ethics</li> <li>• Competition</li> <li>• SWOT</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Principles and purposes of marketing</li> <li>• Marketing aims and objective</li> <li>• Types of market</li> <li>• Market segmentation</li> <li>• Branding, brand personality, brand image, unique selling point (USP)</li> <li>• Internal influences</li> <li>• External influences</li> <li>• Target markets</li> <li>• Size, structure and trends in the market</li> <li>• Primary research and Secondary research</li> <li>• Situational analysis</li> <li>• Extended Marketing mix</li> </ul>	<ul style="list-style-type: none"> <li>• Functions and role of money</li> <li>• Expenditure</li> <li>• Cost controlling</li> <li>• Debt, Credit Rating</li> <li>• Payment Methods</li> <li>• Different current/saving accounts</li> <li>• Different personal finance</li> <li>• Risk vs reward</li> <li>• Different forms of financial institutions</li> <li>• Communication methods</li> <li>• Purpose of accounting</li> <li>• Capital/revenue Income</li> <li>• Capital/ Revenue expenditure</li> <li>• Internal/external source of finance</li> </ul>	<ul style="list-style-type: none"> <li>• Recruitment of staff</li> <li>• The recruitment and selection process</li> <li>• Ethical and legal consideration in the recruitment process</li> <li>• Job applications</li> <li>• Interviews and skills</li> <li>• Review and evaluation</li> <li>• SWOT analysis and action plan</li> </ul>

Curriculum Sequencing Grid: (KS5 BTEC Business - Double)

		<ul style="list-style-type: none"> <li>Marketing campaign</li> </ul>	<ul style="list-style-type: none"> <li>Cash flow forecasts</li> <li>Break-even analysis</li> <li>Statement of comprehensive income</li> <li>Statement of financial position</li> <li>Profitability, Liquidity, Efficiency</li> </ul>	
<b>Opportunities for Reading</b>	<ul style="list-style-type: none"> <li>BBC Bitesize</li> <li>Pearson Business text and revision books</li> <li>Tutor2u.net</li> <li>BBC Business News / BBC Newsround</li> <li>Knowledge Organisers / guides</li> <li>Dragon's Den, The Apprentice, educational documentaries</li> <li>Maltby CAB Twitter</li> <li>Local and national newspapers</li> <li>Guest speakers</li> <li>Educational visits</li> </ul>	<ul style="list-style-type: none"> <li>BBC Bitesize</li> <li>Pearson Business text and revision books</li> <li>Tutor2u.net</li> <li>BBC Business News / BBC Newsround</li> <li>Knowledge Organisers / guides</li> <li>Dragon's Den, The Apprentice, educational documentaries</li> <li>Maltby CAB Twitter</li> <li>Local and national newspapers</li> <li>Guest speakers</li> <li>Educational visits</li> </ul>	<ul style="list-style-type: none"> <li>BBC Bitesize</li> <li>Pearson Business text and revision books</li> <li>Tutor2u.net</li> <li>BBC Business News / BBC Newsround</li> <li>Knowledge Organisers / guides</li> <li>Dragon's Den, The Apprentice, educational documentaries</li> <li>Maltby CAB Twitter</li> <li>Local and national newspapers</li> <li>Guest speakers</li> <li>Educational visits</li> </ul>	<ul style="list-style-type: none"> <li>BBC Bitesize</li> <li>Pearson Business text and revision books</li> <li>Tutor2u.net</li> <li>BBC Business News / BBC Newsround</li> <li>Knowledge Organisers / guides</li> <li>Dragon's Den, The Apprentice, educational documentaries</li> <li>Maltby CAB Twitter</li> <li>Local and national newspapers</li> <li>Guest speakers</li> <li>Educational visits</li> </ul>
<b>Developing Cultural Capital</b> (exposure to very best- essential knowledge and skills of educated citizens – appreciation of human creativity and achievement.)	<ul style="list-style-type: none"> <li>Student Investor Challenge</li> <li>London trip – business visits and workshops</li> </ul>	<ul style="list-style-type: none"> <li>Student Investor Challenge</li> <li>London trip – business visits and workshops</li> <li>Research into industry – statistics etc.</li> </ul>	<ul style="list-style-type: none"> <li>Creating actual business documentation</li> <li>Life lessons in personal finance</li> </ul>	<ul style="list-style-type: none"> <li>Student Investor Challenge</li> <li>London trip – business visits and workshops</li> <li>Interview day</li> </ul>
<b>Cross Curricular Links</b> (Authentic Connections)	<ul style="list-style-type: none"> <li>Economics – Supply and Demand, Elasticity of demand</li> </ul>	<ul style="list-style-type: none"> <li>Economics – Business Cycle</li> </ul>	<ul style="list-style-type: none"> <li>Economics – Business Cycle, Inflation, Tax</li> </ul>	<ul style="list-style-type: none"> <li>ICT – Computer skills</li> <li>Psychology – Understanding social norms and prejudice</li> </ul>

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	<ul style="list-style-type: none"> <li>English Language – Literacy skills and Extended Writing</li> <li>ICT – Computer skills</li> </ul>	<ul style="list-style-type: none"> <li>English Language – Literacy skills and Extended Writing</li> <li>ICT – Computer skills</li> <li>Maths – understanding data and graph analysis</li> </ul>	<ul style="list-style-type: none"> <li>PSHE – Finance and Citizens Advice, Financial Planning</li> <li>Maths – Basic Number Skills</li> <li>ICT – Spreadsheet skills</li> </ul>	<ul style="list-style-type: none"> <li>Sociology – Herding behaviour</li> <li>English – literacy, speaking and listening skills.</li> </ul>
<b>Key Assessment</b>	<ul style="list-style-type: none"> <li>Topical SPA and CTG</li> <li>Assignments: Written essays and presentation.</li> </ul>	<ul style="list-style-type: none"> <li>Topical SPA and CTG</li> <li>External assessment – written report x 2 in controlled environment.</li> </ul>	<ul style="list-style-type: none"> <li>SPA and CTG activities</li> <li>Mock exam</li> <li>2 hour exam</li> </ul>	<ul style="list-style-type: none"> <li>Topical SPA and CTG</li> <li>Assignments: Written report, interview technique, reflection.</li> </ul>

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

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	<ul style="list-style-type: none"> <li>• Factors to be considered, including budgets, resources and contingency planning</li> <li>• Management of the event</li> <li>• Problem solving</li> <li>• Evaluation of the event</li> <li>• Review of personal skills development in the running of the event</li> </ul>		<ul style="list-style-type: none"> <li>• Techniques to meet skills requirements</li> <li>• Training and development</li> <li>• Performance appraisal</li> <li>• Managing change</li> <li>• Quality standards</li> <li>• Developing a quality culture</li> <li>• The techniques and tools of quality management</li> <li>• The importance and benefits of quality management</li> </ul>	<ul style="list-style-type: none"> <li>• Experience</li> <li>• Qualifications</li> <li>• CPD</li> </ul>
<p><b>Key Technical Vocabulary</b> (To be modelled and deliberately practiced in context.)</p>	<ul style="list-style-type: none"> <li>• Organising events</li> <li>• Legal requirements</li> <li>• Organisational procedures</li> <li>• Skills audit collection</li> <li>• Event success factors and measures</li> <li>• Planning tools</li> <li>• Contingency planning</li> <li>• Managing/running an actual event</li> <li>• Problem solving</li> <li>• Reflection and evaluation skills</li> </ul>	<ul style="list-style-type: none"> <li>• Exporting/importing</li> <li>• Multinational enterprises</li> <li>• Growth</li> <li>• Different markets</li> <li>• Methods used to finance international trade</li> <li>• International agencies</li> <li>• Features of globalisation</li> <li>• International trading blocs</li> <li>• Protectionism</li> <li>• Barriers to trade</li> <li>• Pestle</li> <li>• Influence of internet</li> <li>• International payment methods</li> <li>• Cultural factors</li> <li>• Re-engineering products and services</li> <li>• Capital/revenue costs</li> </ul>	<ul style="list-style-type: none"> <li>• Management and leadership</li> <li>• Business culture</li> <li>• Management and leadership styles</li> <li>• Management and leadership skills</li> <li>• Human Resources</li> <li>• Human resources planning</li> <li>• Motivation in the workplace</li> <li>• Training and development</li> <li>• Performance appraisal</li> <li>• Managing change</li> <li>• Quality standards</li> <li>• Quality management</li> </ul>	<ul style="list-style-type: none"> <li>• BBC Bitesize</li> <li>• Pearson Business text and revision books</li> <li>• Tutor2u.net</li> <li>• BBC Business News / BBC Newsround</li> <li>• Knowledge Organisers / guides</li> <li>• Dragon's Den, The Apprentice, educational documentaries</li> <li>• Maltby CAB Twitter</li> <li>• Local and national newspapers</li> <li>• Guest speakers</li> <li>• Educational visits</li> </ul>

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<p><b>Opportunities for Reading</b></p>	<ul style="list-style-type: none"> <li>• BBC Bitesize</li> <li>• Pearson Business text and revision books</li> <li>• Tutor2u.net</li> <li>• BBC Business News / BBC Newsround</li> <li>• Knowledge Organisers / guides</li> <li>• Dragon's Den, The Apprentice, educational documentaries</li> <li>• Maltby CAB Twitter</li> <li>• Local and national newspapers</li> <li>• Guest speakers</li> <li>• Educational visits</li> </ul>	<ul style="list-style-type: none"> <li>• BBC Bitesize</li> <li>• Pearson Business text and revision books</li> <li>• Tutor2u.net</li> <li>• BBC Business News / BBC Newsround</li> <li>• Knowledge Organisers / guides</li> <li>• Dragon's Den, The Apprentice, educational documentaries</li> <li>• Maltby CAB Twitter</li> <li>• Local and national newspapers</li> <li>• Guest speakers</li> <li>• Educational visits</li> </ul>	<ul style="list-style-type: none"> <li>• BBC Bitesize</li> <li>• Pearson Business text and revision books</li> <li>• Tutor2u.net</li> <li>• BBC Business News / BBC Newsround</li> <li>• Knowledge Organisers / guides</li> <li>• Dragon's Den, The Apprentice, educational documentaries</li> <li>• Maltby CAB Twitter</li> <li>• Local and national newspapers</li> <li>• Guest speakers</li> <li>• Educational visits</li> </ul>	<ul style="list-style-type: none"> <li>• BBC Bitesize</li> <li>• Pearson Business text and revision books</li> <li>• Tutor2u.net</li> <li>• BBC Business News / BBC Newsround</li> <li>• Knowledge Organisers / guides</li> <li>• Dragon's Den, The Apprentice, educational documentaries</li> <li>• Maltby CAB Twitter</li> </ul>
<p><b>Developing Cultural Capital</b> (exposure to very best- essential knowledge and skills of educated citizens – appreciation of human creativity and achievement.)</p>	<ul style="list-style-type: none"> <li>• Student Investor Challenge</li> <li>• London trip – business visits and workshops</li> <li>• Real life experience of planning, managing and evaluating an event.</li> </ul>	<ul style="list-style-type: none"> <li>• Student Investor Challenge</li> <li>• London trip – business visits and workshops</li> <li>• Real life experience of planning, managing and evaluating an event.</li> </ul>	<ul style="list-style-type: none"> <li>• Student Investor Challenge</li> <li>• London trip – business visits and workshops</li> <li>• Contextual application of scenarios</li> </ul>	<ul style="list-style-type: none"> <li>• Work based learning via the work experience</li> <li>• Creating CV's</li> <li>• Application for real life positions</li> <li>• Reflecting on performance</li> <li>• Interview practice</li> <li>• Link to unit 8 with DWP expertise</li> </ul>
<p><b>Cross Curricular Links</b> (Authentic Connections)</p>	<ul style="list-style-type: none"> <li>• Economics – Micro economy, specialisation of labour</li> <li>• English Language – literacy and communication skills</li> <li>• ICT – Computer skills, planning tools</li> </ul>	<ul style="list-style-type: none"> <li>• Economics – Protectionism, Globalisation</li> <li>• English Language – literacy and communication skills</li> <li>• ICT – Computer skills</li> </ul>	<ul style="list-style-type: none"> <li>• Economics – labour market</li> <li>• English Language – literacy and communication skills</li> <li>• Maths – numeracy skills</li> <li>• Psychology – motivation theories</li> </ul>	<ul style="list-style-type: none"> <li>• Economics – human capital and earning potential</li> <li>• PSHE employability skills</li> <li>• English – CV writing/application forms/persuasive writing</li> </ul>

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	<ul style="list-style-type: none"> <li>• Technology – planning tools.</li> <li>• Sport – sporting event</li> </ul>			
<b>Key Assessment</b>	<ul style="list-style-type: none"> <li>• Topical SPA and CTG</li> <li>• Assignments: Written essays and reflection report.</li> </ul>	<ul style="list-style-type: none"> <li>• Topical SPA and CTG</li> <li>• Business Report</li> </ul>	<ul style="list-style-type: none"> <li>• Topical SPA and CTG</li> <li>• External assessment – written exam.</li> </ul>	<ul style="list-style-type: none"> <li>• Formal BTEC assessment</li> <li>• On the Job employer report</li> <li>• Ongoing SPA/CTG</li> </ul>