

### KS5 Curriculum Overview: BTEC Business

**Rationale:** In year 12, we want students to understand why business take on a certain type of ownership, the features of two particular businesses and how this influences the aims, objectives and structure of those business. Students will make connections using real businesses to understand how the external environment impacts on their pricing and what to supply as well as considering internal aspects. We also want students to gain an understanding on how businesses carry out market research and different methods of marketing themselves. We want students to be able to apply this knowledge to a range of different types of businesses, giving them a deep understanding how this may vary according to the type of business.

Term / Length of Unit	Outline	Assessment	Home Learning	Resources	Knowledge/Skills End Points
Yr 12 Autumn 1	<p>Teacher 1 – Students will learn about the different features of Marks and Spencer and Cancer Research, looking at comparing both businesses.</p> <p>Teacher 2 – Students will research about the competitive environment of M&amp;S and conduct a situational analysis.</p>	<p>Written assignments on Learning Aim A and Learning Aim C.</p>	<p>Research tasks on Cancer Research and M&amp;S.</p> <p>Conducting a situational analysis on M&amp;S.</p> <p>Collating an evidence log from research conducted ready to use in written assignments.</p>	<p>All associated resources can be found in Staff Resources/ Business &amp; Economics/BTEC NQF/Unit 1</p>	<p><u>Knowledge</u></p> <p>Ownership, sectors, liability and stakeholders in both M&amp;S and Cancer Research.</p> <p>Techniques used to undertake a situational analysis.</p> <p><u>Skills</u></p> <p>Research skills</p> <p>Analysis skills</p> <p>Grammar</p> <p>Literacy</p> <p><u>Reading</u></p> <p>Reading skills will be encouraged through the detailed research students need to undertake into the two businesses they are studying, this will be in annual reports, websites, news articles etc.</p>
Yr 12 Autumn 2	<p>Teacher 1 – Students will learn about the different organisational structures of both Cancer Research and M&amp;S and the aims and objectives they set, as well as what makes them successful.</p> <p>Teacher 2 – Students will research how market structure influences supply and demand and how M&amp;S have responded to changes in the market.</p>	<p>Written assignments on Learning Aim B and D.</p>	<p>Research tasks on Cancer Research and M&amp;S.</p> <p>Collating an evidence log from research conducted ready to use in written assignments.</p>	<p>All associated resources can be found in Staff Resources/ Business &amp; Economics/BTEC NQF/Unit 1</p>	<p><u>Knowledge</u></p> <p>Why businesses set goals, what type of goals they set and how this improves performance.</p> <p>How businesses structure themselves and how this helps them to achieve their goals.</p> <p>What makes a business successful – comparing how businesses may measure success.</p> <p>Why businesses supply certain services and what impacts on supply decisions.</p> <p>What actions M&amp;S have taken in terms of supply and pricing decisions.</p> <p><u>Skills</u></p> <p>Research skills</p> <p>Analysis skills</p> <p>Evaluation skills</p> <p>Comparing and contrasting businesses</p> <p>Writing skills.</p> <p><u>Reading</u></p> <p>Reading skills will be encouraged through the detailed research students need to undertake into the two businesses they are studying, this will be in annual reports, websites, news articles etc.</p>

<p>Yr 12 Spring 1</p>	<p>Students will gain feedback from Learning Aims completed so far and be given time to improve work for resubmission.</p> <p>Students will learn about how innovation and enterprise contribute towards the success of a business, research a business of their own choice, showing evidence of how they have been innovative and enterprising and giving evidence of the businesses success as a result.</p>	<p>Written assignments on Learning Aim E Students will also do a presentation which will be assessed.</p>	<p>Research into various businesses and going into more depth for one business on how they have been innovative. Collating an evidence log for research conducted.</p>	<p>All associated resources can be found in Staff Resources/ Business &amp; Economics/BTEC NQF/Unit 1</p>	<p><u>Knowledge</u> How innovation and enterprise contribute to the success of a business. How different businesses use innovation.</p> <p><u>Skills</u> Presentation skills Research skills Analytical and evaluation skills</p> <p><u>Reading</u> Reading skills will be encouraged through the detailed research students need to undertake into their chosen businesses.</p>
<p>Yr 12 Spring 2</p>	<p>Students will be given feedback for their assignments on innovation to enable them to do a resubmission. Students will learn about various marketing techniques that a business can use.</p>	<p>A mix of written questions, mock tests etc. Students will complete practise assignments under supervision, to make it similar to the actual exam.</p>	<p>HL will consist of research tasks mainly such as competitor research, industry statistical research, primary research etc.</p>	<p>All associated resources can be found in Staff Resources/ Business &amp; Economics/BTEC NQF/Unit 1</p>	<p><u>Knowledge</u> Marketing mix Market research methods Market segmentation Analysis tools – PESTLE, SWOT Key terms – business vocabulary</p> <p><u>Skills</u> Research Analysis and evaluation Writing Creativity</p> <p><u>Reading</u> Key terms/vocabulary lists Case studies Research into different industries</p>
<p>Yr 12 Summer 1</p>	<p>Students will further consolidate their understanding of marketing concepts and being able to apply this to various different types of businesses.</p> <p>Students will also be given an introduction to customer service principles.</p>	<p>A mix of written questions, mock tests etc. Students will complete practise assignments under supervision, to make it similar to the actual exam.</p>	<p>HL will consist of research tasks mainly such as competitor research, industry statistical research, primary research etc.</p>	<p>All associated resources can be found in Staff Resources/ Business &amp; Economics/BTEC NQF/Unit 1</p>	<p><u>Knowledge</u> Marketing mix Market research methods Market segmentation Analysis tools – PESTLE, SWOT Key terms – business vocabulary</p> <p><u>Skills</u> Research Analysis and evaluation Writing Creativity</p> <p><u>Reading</u> Key terms/vocabulary lists Case studies Research into different industries</p>

<p>Yr 12 Summer 2</p>	<p>Students will look at different approaches to customer service for different industries, researching different types of organisations.</p> <p>Students will learn about different laws and regulations.</p> <p>Students will also research the different ways that business can monitor and improve customer service.</p>	<p>Students will have written assignments to complete.</p>	<p>Conducting research related to their assignments set.</p>	<p>All associated resources can be found in Staff Resources/ Business &amp; Economics/BTEC NQF/Unit 1</p>	<p><u>Knowledge</u> Laws and regulations relating to customer service. Research methods used by businesses to monitor and improve customer service. Customer service approaches. Business terminology</p> <p><u>Skills</u> Writing skills Analysis and evaluation. Research skills.</p> <p><u>Reading</u> Key vocabulary stickers to encourage use in written assignments. Scaffolding essays/showing exemplar work. Students research different businesses and finding out about what they do in terms of policies and procedures, what they offer in terms of customer service etc. Researching and reading about different laws.</p>
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