

HALF TERM 5 CURRICULUM CONTENT – Year 12 BTEC (Single) Business

Intent statement:

This is a two-year vocational course that is equivalent to two A-Levels. The course covers a total of 8 units looking at different aspects of businesses that will allow students to either progress on to further education, apprenticeship or employment. Pearson has developed the content of the new BTEC nationals in collaboration with employers and representatives from higher education and relevant professional bodies. Therefore, the content is up to date and that it includes the knowledge, understanding, skills and attributes required in the sector.

The proportion of mandatory content ensures that all learners are following a coherent programme of study and acquiring the knowledge, understanding and skills that will be recognised and valued. Learners are expected to show achievement across mandatory units. BTEC nationals have always required applied learning that brings together knowledge and understanding (the cognitive domain) with practical and technical skills (the psychomotor domain). This is achieved through learners performing vocational tasks that encourage the development of appropriate vocational behaviours (the affective domain) and transferable skills. Transferable skills are those such as communication, teamwork, research and analysis, which are valued in both higher education and the workplace. The course provides rigour and balance, and promotes the ability for students to apply learning immediately in new contexts.

Topics – Units 1, 2, 4	Planning & developing a marketing campaign	Exploring business	Managing an event
Prior knowledge / skills	All knowledge from the whole spec needed as we go through revision	All knowledge and skills from the rest of the unit	Unit 1 Marketing & Unit 2 Marketing Campaign
Key concepts / knowledge / skills covered this half term	All knowledge and skills taught previously now embedded	<ul style="list-style-type: none"> • Role of innovation and enterprise (eg. creative process, product / service development, new ways of increasing efficiency / improving profitability, successfully exploiting a new idea & adding value to products) • Enterprise: identifying opportunities to develop business activities through (eg. creative, lateral – approaching subjects from alternative perspectives & ‘blue sky’ thinking) • Benefits: enterprise & improvements to products, processes, services & customer experience, business growth, development of new & niche markets, offering unique selling points, improved recognition & reputation / smarter working • Risks: failing to meet operational & commercial requirements, failing to achieve a return on investment, cultural problems (resistance to change, 	<ul style="list-style-type: none"> • Different tasks needed to be completed by an event organiser • Investigating current legal requirements, including consumer protection • Setting up organisational procedures (eg. risk assessment & security) • Different skills needed by an effective event organiser • Different types of event & factors affecting success • Feasibility measures & critical success factors

		unsupportive systems / processes, insufficient support from leadership & management)	
Assessment	Class tests, quizzes, questioning		
Personal Development opportunities	Building on skills learnt, which can be used for revision and to answer exam questions effectively		
Homework requirements	Regular homework set on Google Classroom		