

HALF TERM 5 CURRICULUM CONTENT – Year 12 BTEC (Double) 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 & 8	Exploring business	Developing marketing campaign	Managing an event	Recruitment & selection
Prior knowledge / skills	All knowledge & skills from the rest of the unit		Unit 1 Marketing & Unit 2 Marketing Campaign	All knowledge from the unit taught so far
Key concepts / knowledge / skills covered this half term	<ul style="list-style-type: none"> • Role of innovation & enterprise (eg. creative process, product / service development, new ways of increasing efficiency or 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: improvements to products, processes, services & customer experience, 	<ul style="list-style-type: none"> • Purpose of researching information to identify the needs and wants of customers in identifying target markets; size, structure & trends in the market & competition • Market research methods – primary research (survey, interview, observation, trials, focus groups) & secondary research (internal – business data on customers & financial records to include loyalty cards and sales records & external – commercially published reports, government statistics, trade journals, media sources) • Importance of validity, reliability, appropriateness, currency, cost 	<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 	<ul style="list-style-type: none"> • Selection of a job role for the business, then preparation of all the relevant documents – a job advertisement giving suitable examples of where it could be placed; job analysis; job description & person specification; application form; personal CV & letter of application • Interviews & skills – communication skills required for interview situations: body language & listening skills,

	<p>business growth, development of new & niche markets, offering unique selling points, improved recognition & reputation, smarter working</p> <ul style="list-style-type: none"> ● Risks: failing to meet operational & commercial requirements, failing to achieve a return on investment, cultural problems (resistance to change, unsupportive systems and processes, insufficient support from leadership & management) 	<ul style="list-style-type: none"> ● Quantitative & qualitative data, when and where used ● Sufficiency and focus of the research ● Selection and extraction ● Developing rationale for marketing campaign to include: interpretation, analysis & use of data / other information to make valid marketing decisions; identification of any further sources of information that may be required; evaluation of the reliability & validity of the information obtained & product life cycle 		<p>professional approaches, formal language, skills & attitudes of both interviewer/ee, roleplay, body language, dress, interview questions</p> <ul style="list-style-type: none"> ● Designing interview questions ● Interview feedback form ● Observation form ● Reviewing applications from peer groups
Assessment	<p>Coursework – assessment window for 2 to 3 weeks depending on the deadlines – during the assessment window provide differentiated resources to support learners and set up study breaks to accommodate learners; accommodate resubmissions during this time-based on the assessment plans. Regular summative assessments to prepare for the external exam in May.</p>			
Personal Development opportunities	<ul style="list-style-type: none"> ● Students will gain confidence through presentation skills & working in a group and be able to show creativity & flare when exploring innovation & new business ideas ● Students will gain a strong understanding of the wider world in terms of careers & how to apply for jobs; writing a CV, completing an application form ● Students will develop interview skills from having to apply for a job and go on a panel interview ● Students will also gain an understanding of this process from the businesses point of view, having to create the job advert & documentation for candidates to apply for a position, as well as playing the role of an interviewer 			
Homework requirements	<p>Homework will be set on G4S every week</p>			