

KS5 Curriculum Overview 2021/22

Department: ICT & Business - BTEC First in Business (Yr12 Level 2)

Description of KS5 Curriculum:

This course allows students to study the world of business, giving them the opportunity to develop knowledge and technical skills in a practical learning environment. They will examine the roles and responsibilities of setting up a new business and its financial management. Students will also develop key skills, such as analysis and review of key financial statements.

The qualification is 120 GLH and is completed within Yr12 for Level 2 students.

There are four units of study and each is worth 25% of the final grade awarded.

Unit 1: Introduction to Business (coursework).

Unit 2: Finance for Business (examination).

Unit 3: Enterprise in the Business World (coursework).

Unit 4: Promoting a Brand (examination).

Sequence of Learning:

KS5	Term 1 Content	Term 2 Content	Term 3 Content
Year 12	<p>Unit 1: Introduction to Business (coursework).</p> <p>Learning aim A: Explore how businesses operate.</p> <p>Learning aim B: Consider how market research helps a business to understand the market.</p> <p>Unit 2 Finance for Business (examination on demand).</p> <p>Learning aim A: Understand the costs involved in business and how businesses make a profit.</p> <p>Learning aim B: Understand how businesses plan for success.</p> <p>Learning aim C: Understand how businesses measure success and identify areas for improvement.</p>	<p>Unit 1: Introduction to Business (coursework).</p> <p>Learning aim C: Investigate the use of the marketing mix (the 4Ps).</p> <p>Unit 3: Enterprise in the Business World (coursework).</p> <p>Learning aim A: Know how trends and the current business environment may impact on a business.</p> <p>Learning aim B: Plan an idea for a new business.</p> <p>Learning aim C: Present a business model for a business start-up.</p>	<p>Unit 4: Promoting a Brand (coursework).</p> <p>Learning aim A: Explore the use of branding and the promotional mix in business.</p> <p>Learning aim B: Develop and promote a brand for a business.</p>