

KS5 Curriculum Overview 2021/22

Department: ICT & Business - BTEC National Business

Description of KS5 Curriculum:

The BTEC National Business course is a broad-based qualification that provides the opportunity for a student to explore the world of business in a highly engaging and practical way. By adopting an investigative approach, they develop a range of skills while discovering the problems and opportunities faced by businesses. The course encourages students to develop an understanding of how business works in the real world and they will discover the problems and opportunities faced by local, national and international businesses. Research will include the study of some well-known businesses including Tesco, Marks and Spencer, and Coca Cola.

Over the two years of the course students will cover a number of units for key areas of business including:

Unit 1: Exploring Business Success

Unit 2: Developing a Marketing Plan

Unit 3: Personal and Business Finance

Unit 4 (8): Human Resource Management

Sequence of Learning:

KS5	Term 1 Content	Term 2 Content	Term 3 Content
Year 12	<p>Unit 1: Exploring Business.</p> <p>A - Explore the features of different businesses and analyse what makes them successful.</p> <p>A1 Features of businesses. A2 Stakeholders and their influence. A3 Effective business communications.</p> <p>B - Investigate how businesses are organised.</p> <p>B1 Structure and organisation. B2 Aims and objectives.</p> <p>C - Examine the environment in which businesses operate.</p> <p>C1 External environment.</p>	<p>Unit 1: Exploring Business.</p> <p>E - Investigate the role and contribution of innovation and enterprise to business success.</p> <p>E1 Role of innovation and enterprise. E2 Benefits and risks associated with innovation.</p> <p>Unit 2: Developing a Marketing Campaign.</p> <p>A - Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign.</p> <p>A1 The role of marketing. A2 Influences on marketing activity.</p>	<p>Unit 2: Developing a Marketing Campaign.</p> <p>C - Planning and developing a marketing campaign.</p> <p>C1 Marketing campaign activity. C2 Marketing mix. C3 The marketing campaign. C4 Appropriateness of marketing campaign.</p> <p>Unit 3: Personal and Business Finance.</p> <p>A - Understand the importance of managing personal finance.</p> <p>A1 Functions and role of money. A2 Different ways to pay. A3 Current accounts.</p>

	<p>C2 Internal environment. C3 Competitive environment. C4 Situational analysis.</p> <p>D - Examine business markets.</p> <p>D1 Different market structure. D2 Relationship between demand, supply and price. D3 Pricing and output decisions.</p>	<p>B Using information to develop the rationale for a marketing campaign.</p> <p>B1 Purpose of researching information to identify the needs and wants of customers. B2 Market research methods and use. B3 Developing the rationale.</p>	<p>A4 Managing personal finance.</p> <p>B - Explore the personal finance sector.</p> <p>B1 Features of financial institutions. B2 Communicating with customers. B3 Consumer protection in relation to personal finance. B4 Information guidance and advice.</p> <p>E - Break-even and cash flow forecasts.</p> <p>E1 Cash flow forecasts. E2 Break-even analysis.</p>
Year 13	<p>Unit 3: Personal and Business Finance.</p> <p>C - Understand the purpose of accounting.</p> <p>C1 Purpose of accounting. C2 Types of income. C3 Types of expenditure.</p> <p>D - Select and evaluate different sources of business finance.</p> <p>D1 Sources of finance.</p> <p>E - Break-even and cash flow forecasts.</p> <p>E1 Cash flow forecasts. E2 Break-even analysis.</p> <p>F - Complete statements of comprehensive income and financial position and evaluate a business's performance.</p> <p>F1 Statement of comprehensive income. F2 Statement of financial position. F3 Measuring profitability. F4 Measuring liquidity. F5 Measuring efficiency. F6 Limitations of ratios.</p>	<p>Unit 8: Human Resource Management.</p> <p>A - Examine how effective recruitment and selection contribute to business success.</p> <p>A1 Recruitment of staff. A2 Recruitment and selection process. A3 Ethical and legal considerations in the recruitment process.</p> <p>B - Undertake a recruitment activity to demonstrate the processes leading to a successful job offer.</p> <p>B1 Job applications. B2 Interviews and skills.</p>	<p>Unit 8: Recruitment and Selection Process.</p> <p>C - Reflect on the recruitment and selection process and your individual performance.</p> <p>C1 Review and evaluation. C2 SWOT analysis and action plan.</p>