

## KS5 Curriculum Overview 2023/24

### 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: Human Resource Management

#### Sequence of Learning:

KS5	Term 1 Content	Term 2 Content	Term 3 Content
Year 12	<p><b>Unit 1: Exploring Business</b></p> <p>A: Explore the features of different businesses and analyse what makes them successful</p> <p>B: Investigate how businesses are organised</p> <p>C: Examine the environment in which businesses operate</p> <p>D: Examine business markets</p>	<p><b>Unit 1: Exploring Business.</b></p> <p>E: Investigate the role and contribution of innovation and enterprise to business success</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>B Using information to develop the rationale for a marketing campaign</p>	<p><b>Unit 2: Developing a Marketing Campaign</b></p> <p>C: Planning and developing a marketing campaign</p> <p><b>Unit 3: Personal and Business Finance</b></p> <p>A: Understand the importance of managing personal finance</p> <p>B: Explore the personal finance sector</p> <p>E: Break-even and cash flow forecasts</p>

<p><b>Year 13</b></p>	<p><b>Unit 3: Personal and Business Finance</b></p> <p>C: Understand the purpose of accounting</p> <p>D: Select and evaluate different sources of business finance</p> <p>E: Break-even and cash flow forecasts.</p> <p>F: Complete statements of comprehensive income and financial position and evaluate a business's performance.</p>	<p><b>Unit 4: Human Resource Management</b></p> <p>A: Examine how effective recruitment and selection contribute to business success</p> <p>B: Undertake a recruitment activity to demonstrate the processes leading to a successful job offer</p>	<p><b>Unit 4: Recruitment and Selection Process</b></p> <p>C: Reflect on the recruitment and selection process and your individual performance</p>
-----------------------	--	--	--