

## Curriculum Overview 2019-20

Subject (include exam board if examination subject): Btec A level extended certificate

Year group: 12-13

Periods per fortnight: 8

### INTENT:

#### LEVEL 3 BTEC BUSINESS COURSE CONTENT

The Btec Level 3 course is designed to engage students through topics and issues that are relevant in today's society – they will study key topics such as comparing businesses (global and local), recruitment and selection and finance. Business is a subject that is dynamic, progressive and useful in every aspect of life. It is relevant to all professions whether you choose to start your own business or progress in the business you work for. Anyone with a general interest in business, ethics, the economy, finance, marketing, human resources, management, will enjoy the course. The course is designed for resilient students due to the continues nature of the coursework. Students have the opportunity to work in teams and are encouraged to work together in paired tasks.

Students also develop greater understanding of local and national businesses (looking at charities, fair trade and business ethics) and become independent learners through their research (a percentage of which is field research). They are encouraged to visit and speak to local businesses and gain an insiders perspective which creates ambition in our students.

The recruitment and selection unit is extremely relevant to students at this time of their life and helps them prepare for the process and the documents that they will have used when entering into the competitive world of work. This unit also requires students to conduct role plays which develops their self-esteem, confidence and communication skills.

Business and Personal finance is one of the exam units that helps their own personal development from a financial perspective alongside a sound introduction to business finance.

Students are able and encouraged to conduct extended reading on this course with particular emphasis on the news and to be aware of business decisions made so the effects can be discussed in the classroom. This course prepares our students for further education, apprenticeships and the world of work.

Term	Topics studied Add dates and any assessments included	Extended learning opportunities (homework, controlled assessments, field work, trips etc.)	How parents could support students
Autumn Term	Unit 1: Exploring Business 90 GLH Internal Assessment Section A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign Assessment & Feedback (Nov)  Section B Using information to develop the rationale for a marketing campaign Assessment & Feedback (Dec)  Section C Planning and developing a marketing campaign Section D Examine business markets Assessment & Feedback (Jan)	Extended work: Merit & Distinction graded tasks (research & evaluative) Homework Flipped Learning Revision: Complete all assessment criteria	Discuss their work & how it operates, arrange visits to their workplace. Discuss Business news

	<p>Section E Investigate the role and contribution of innovation and enterprise to business success Assessment &amp; feedback (Feb)</p> <p>Final Deadline (March)</p>		
Spring Term	<p>Unit 2: Developing a Marketing Campaign 90 GLH External Assessment Section C: Planning and developing a marketing campaign Mock exam (Feb) C1 Marketing campaign activity End of section assessment C2 Marketing mix End of section assessment C3 The marketing campaign End of section assessment Mock exam (March) Testing &amp; past papers March to Exam</p>	<p>Extended PMD graded tasks (research &amp; evaluative) Homework Flipped Learning Revision: Key terms &amp; theories</p>	<p>Discuss their work &amp; how it operates, arrange visits to their workplace. Discuss Business news</p>
Summer Term	<p>C4 Appropriateness of marketing campaign Mock exam 1 (March) Mock Exams (April to May) June Exam Edexcel</p>	<p>Extended Pass Merit Distinction graded tasks (research &amp; evaluative) Homework Flipped Learning Revision: Key terms &amp; theories</p>	<p>Discuss their work &amp; how it operates, arrange visits to their workplace. Discuss Business news</p> <p>Parents to support revision at home &amp; understand the scheme of learning &amp; dates for Mock Exams &amp; Actual exam</p>

### IMPACT:

Two units of coursework to be assessed and Two external exams  
 Scenario role play in coursework units will assess virtues  
 Student evaluation forms to measure enjoyment  
 Peer and Self assessment with schools virtues  
 Skills booklet to tick off virtues