



St Augustine's Catholic High School & Sixth Form

**Curriculum Overview
2022 – 2023**

BTEC Business

Key Stage 5



Curriculum Overview

BTEC Business

Autumn Term

	Y12	Y13
Autumn 1	<p>Content:</p> <p>Why am I learning this? (ie substantive content/link to previous work)</p> <p>Introduction to the course</p> <p>Unit 1 – Exploring Business – focusing on the inner workings and set up of a business. Looking at the business from within.</p> <p>Learning aim, 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>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>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>Content:</p> <p>Why am I learning this? (ie substantive content/link to previous work)</p> <p>Unit 3 – Personal and Business 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>Assessment Focus</p> <p>Deep assessment:</p> <p>Unit 1 – Coursework completion</p> <p>Unit 2 – Examination in May</p> <p>Formative / maintenance assessment:</p> <p>Three Unit 1 assignments split across the year</p> <p>Low stakes assessments for Unit 2.</p>	<p>Assessment Focus</p> <p>Deep assessment: Mock Exam</p> <p>Formative / maintenance assessment:</p> <p>Low stakes assessments within Learning Journal</p>
Autumn 2	<p>Content:</p> <p>Why am I learning this? (ie substantive content/link to previous work)</p> <p>Unit 1 – Exploring Business – focusing on the inner workings and set up of a business. Looking at the business from within.</p> <p>Learning aim B: Investigate how businesses are organised</p> <p>B1 Structure and organisation B2 Aims and objectives</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</p>	<p>Content:</p> <p>Why am I learning this? (ie substantive content/link to previous work)</p> <p>Unit 3 – Personal and Business Finance</p> <p>Revision practice of all content in Unit 3.</p> <p>Unit 8 – Recruitment and Selection Process</p> <p>Learning aim 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>

	Assessment Focus Deep assessment: Unit 1 – Coursework Assignment 1 Hand in. Unit 2 – Examination in May Formative / maintenance assessment: Three Unit 1 assignments split across the year Low stakes assessments for Unit 2.	Assessment Focus Deep assessment: End of topic tests and Mock questions Examination in January Formative / maintenance assessment: Low stakes assessments within Learning Journal Assignment 1 – Unit 8 hand in
Termly themes	Links to Gospel Values/vocations: Enterprise skills/Teamwork builds faithfulness and Integrity – Working as part of a team.	Links to Gospel Values/vocations: Enterprise skills/Teamwork builds faithfulness and Integrity – Working as part of a team. Purity and Holiness – making the right financial decisions.
	Enrichment: Young Enterprise	Enrichment: Young Business Forum Unit 3 Revision Session – Star City

Spring Term

	Y12	Y13
Spring 1	<p>Content:</p> <p>Why am I learning this? (ie substantive content/link to previous work)</p> <p>Unit 1 – Exploring Business – Exploring Business – focusing on the inner workings and set up of a business. Looking at the business from within.</p> <p>Learning aim C: Examine the environment in which businesses operate C1 External environment C2 Internal environment C3 Competitive environment C4 Situational analysis Learning aim D: Examine business markets D1 Different market structures D2 Relationship between demand, supply and price D3 Pricing and output decisions</p> <p>Unit 2 – Developing a Marketing campaign C Planning and developing a marketing campaign C3 The marketing campaign C4 Appropriateness of marketing campaign</p>	<p>Content:</p> <p>Why am I learning this? (ie substantive content/link to previous work)</p> <p>Unit 8 – Recruitment and Selection Process Learning aim C: Reflect on the recruitment and selection process and your individual performance C1 Review and evaluation C2 SWOT analysis and action plan</p>
	<p>Assessment Focus Deep assessment: Unit 1 – Coursework – Assignment 2 hand in. Unit 2 – Examination</p> <p>Formative / maintenance assessment: Three Unit 1 assignments split across the year Low stakes assessments for Unit 2.</p>	<p>Assessment Focus Deep assessment: N/A</p> <p>Formative / maintenance assessment: Assignment 2 – Unit 8</p>
Spring 2	<p>Content:</p> <p>Why am I learning this? (ie substantive content/link to previous work)</p> <p>Unit 1 – Coursework – Exploring Business – focusing on the inner workings and set up of a business. Looking at the business from within.</p> <p>Learning aim E: Investigate the role and contribution of innovation and enterprise to business success E1 Role of innovation and enterprise E2 Benefits and risks associated with innovation and enterprise</p> <p>Unit 2 – Examination in May C Planning and developing a marketing campaign REVISION via Mock examination</p>	<p>Content:</p> <p>Why am I learning this? (ie substantive content/link to previous work)</p> <p>Unit 8 – Recruitment and Selection Process Learning aim C: Reflect on the recruitment and selection process and your individual performance C1 Review and evaluation C2 SWOT analysis and action plan</p>
	<p>Assessment Focus Deep assessment: Unit 1 – Assignment 3 Hand In. Unit 2 Examination.</p> <p>Formative / maintenance assessment: Low stakes assessments for Unit 2.</p>	<p>Assessment Focus Deep assessment: Assignment 2 – Unit 8 (Hand-in)</p> <p>Maintenance assessment: Unit 3 – Personal and Business Finance Revision – Low stakes assessment.</p>
Termly themes	<p>Links to Gospel Values/vocations: Enterprise skills/Teamwork builds faithfulness and Integrity – Working as part of a team.</p>	<p>Links to Gospel Values/vocations: Enterprise skills/Teamwork builds faithfulness and Integrity</p>
	<p>Enrichment: Young Enterprise</p>	<p>Enrichment: Young Business Forum</p>

Summer Term

	Y12	Y13
Summer 1	<p>Content:</p> <p>Why am I learning this? (<i>ie substantive content/link to previous work</i>)</p> <p>Unit 3 – Personal and Business Finance Introduction into the financial world; looking at it from an individual perspective and a Business setting.</p> <p>A Understand the importance of managing personal finance A1 Functions and role of money A2 Different ways to pay A3 Current accounts</p> <p>B Explore the personal finance sector B1 Features of financial institutions B2 Communicating with customers</p> <p>C Understand the purpose of accounting C1 Purpose of accounting C2 Types of income C3 Types of expenditure</p>	<p>Content:</p> <p>Why am I learning this? (<i>ie substantive content/link to previous work</i>)</p> <p>N/A</p>
	<p>Assessment Focus</p> <p>Deep assessment: End of topic test</p> <p>Formative / maintenance assessment: Low stakes assessments within Learning Journal</p>	<p>Assessment Focus</p> <p>Deep assessment:</p> <p>Formative / maintenance assessment:</p>
Summer 2	<p>Content:</p> <p>Why am I learning this? (<i>ie substantive content/link to previous work</i>)</p> <p>Unit 3 – Personal and Business Finance Introduction into the financial world; looking at it from an individual perspective and a Business setting.</p> <p>B Explore the personal finance sector B3 Consumer protection in relation to personal finance B4 Information, guidance and advice</p> <p>D Select and evaluate different sources of business finance D1 Sources of finance</p>	<p>Content:</p> <p>Why am I learning this? (<i>ie substantive content/link to previous work</i>)</p> <p>N/A</p>
	<p>Assessment Focus</p> <p>Deep assessment: End of topic test</p> <p>Formative / maintenance assessment: Low stakes assessments within Learning Journal</p>	<p>Assessment Focus</p> <p>Deep assessment:</p> <p>Maintenance assessment:</p>
Termly themes	<p>Links to Gospel Values/vocations: Purity and Holiness – making the right financial decisions.</p>	<p>Links to Gospel Values/vocations:</p>
	<p>Enrichment: Young Enterprise</p>	<p>Enrichment: Young Business Forum</p>