

Curriculum Overview

Subject: Business Studies

Year Group: Year 12



CHASE HIGH SCHOOL
AMBITION - RESILIENCE - KINDNESS

CURRICULUM INTENT: The intent of the BTEC Business Studies curriculum, as outlined by Pearson, is to equip students with a comprehensive understanding of the dynamic business environment while fostering essential skills that will enable them to flourish academically and professionally. This curriculum is designed to stimulate critical thinking, creativity, and problem-solving abilities, empowering students to analyse real-world business scenarios effectively.

Through a blend of theoretical knowledge and practical application, students will develop competencies in areas such as marketing, finance, and human resources. Emphasis will be placed on team collaboration and communication, ensuring learners can work effectively in diverse settings. The assessment methods incorporated into the programme are tailored to encourage independent learning and self-reflection, ultimately driving students towards the achievement of their best possible results. By cultivating entrepreneurial skills and an awareness of ethical business practices, we aim to prepare students for successful careers in an increasingly globalised economy.

TERM 1	TERM 2	TERM 3
KNOWLEDGE/SKILLS Half term 1&2: Unit 1 (KLI) This unit fosters understanding of business principles, customer satisfaction, organisational structure, communication practices, and the significance of innovation for success and sustainability in contemporary enterprises. Unit 2 (LMR) This unit nurtures understanding of marketing dynamics, campaign development, research relevance, and practical application through creating a campaign, essential for informed specialisation in marketing careers.	KNOWLEDGE/SKILLS Half term 1&2: Unit 1 (KLI) This unit fosters understanding of business principles, customer satisfaction, organisational structure, communication practices, and the significance of innovation for success and sustainability in contemporary enterprises. Unit 2 (LMR) This unit nurtures understanding of marketing dynamics, campaign development, research relevance, and practical application through creating a campaign, essential for informed specialisation in marketing careers.	KNOWLEDGE/SKILLS Half term 1&2: Completing tasks and resits of previous exam units. To complete work experience (part of Unit 27)

<p>KEY ASSESSMENTS</p> <p>Half term 1:</p> <p>Half term 2:</p> <p>Unit 2 – mock</p> <p>Sample assessments will be provided, by Pearson, in order to prepare learners for the Unit 2 in January. Our centre will use these sample assessments to form a mock exam for students.</p>	<p>KEY ASSESSMENTS</p> <p>Half term 1:</p> <p>Unit 2 External</p> <p>Part A research pack is released to learners in the afternoon of the day before the Part B assessment. Learners have access to Part A for a 2 hour preparation period with the Part B being a 3 hour supervised session. The assessment is set and marked by Pearson, with 70 marks available.</p> <p>Half term 2:</p>	<p>KEY ASSESSMENTS</p> <p>Half term 1:</p> <p>Unit 2 resits (based on individuals)</p> <p>Half term 2:</p>
<p>Extended reading suggestions and external resources:</p> <p>For further enrichment, consider the following resources: "Business Adventures" by John Brooks, which explores enduring business lessons, and the BBC documentary series "Inside the Factory", which provides insights into production processes. These materials enhance understanding of real-world business operations and decision-making strategies.</p>	<p>Cultural Capital: The Business BTEC curriculum fosters cultural capital by equipping students with essential skills in recruitment, event planning, and financial management. Through practical work experience, learners gain insights into diverse business environments, enhancing their understanding of cultural diversity and professional contexts essential for future success.</p>	