

Mastery:

Research  
Application  
Analysis  
Evaluation

Sandbach School Business Curriculum:

Y12 BTEC Business Sequence

Intent:  
This course is aimed at Post-16 Business students wanting to continue their education through applied learning, and who may wish to pursue a career in business, primarily via higher education to access graduate entry employment with businesses, or alternatively through junior business employment. The range of units aim to provide a wide-ranging study of the sector. Students will have the opportunity to gain practice in developing employability skills as well as transferable knowledge and skills that prepare learners for progression to university. Such skills include; the ability to learn independently, the ability to research actively and methodically, being able to give presentations and being active group members. Detailed study in a variety of units will enable the development of; effective writing, analytical skills, creative development, preparation for assessment methods used in degrees.

Unit 1 – Exploring Business

Unit 2 – Developing a Marketing Campaign

Unit 3 – Personal and Business Finance

<p><b>Why study this unit?</b> This is a mandatory unit. In this unit, students will gain an overview of the key ingredients for business success, how businesses are organised, how they communicate, the characteristics of the environment in which they operate, and how this shapes them and their activities. Students will also look at the importance of innovation and enterprise to the success and survival of businesses, with the associated risks and benefits.</p>	<p><b>Why study this unit?</b> Students will examine the marketing aims and objectives for existing products/services and understand the importance of relevant, valid and appropriate research in relation to customers' needs and wants. Students will use given market research data and other information to make recommendations about the type of marketing campaign that a business should undertake. To complete the assessment task within this unit, students will need to draw on their learning from across the programme. This unit will give an insight into how important marketing is to business. It will enable students to make an informed choice as to whether they would like to specialise in marketing in employment, training or higher education.</p>	<p><b>Why study this unit?</b> This is a mandatory unit. This unit will provide a foundation for a variety of finance and business skills and will help students to analyse profitability, liquidity and business efficiency. It will give students the knowledge and understanding to manage personal finances and will give a background to business finance and accounting as students progress to employment or further training. The personal finance involves the understanding of why money is important and how managing money can help prevent future financial difficulties. The business finance aspects of the unit introduce students to accounting terminology, the purpose and importance of business accounts and the different sources of finance available to businesses.</p>
<p><b>Spec links:</b> <a href="#">Page 21 - BTEC Nationals Level 3 in Business Unit 1 Exploring Business Resources</a> <a href="#">Unit 1 Assignment Briefs</a></p>	<p><b>Spec links:</b> <a href="#">Page 41 - BTEC Nationals Level 3 in Business Unit 2 Developing a Marketing Campaign Resources</a></p>	<p><b>Spec links:</b> <a href="#">Page 47 - BTEC Nationals Level 3 in Business Unit 3 Personal and Business Finance Resources</a></p>
<p><b>Teaching these topics here supports:</b> This unit is an introductory unit. It is fundamental to, and supports, all other units in the programme.</p>	<p><b>Teaching these topics here supports:</b> Unit 1: Exploring Business Unit 3: Personal and Business Finance Unit 4: Managing an Event Unit 5: International Business Unit 6: Principles of Management. Unit 28 Branding</p>	<p><b>Teaching these topics here supports:</b> Unit 7: Business Decision Making Unit 2: Developing a Marketing Campaign Unit 4: Managing an Event</p>
<p><b>How will students be assessed for this unit?</b> <b>3 x written assignments consisting of:</b> <b>Assignment 1</b> - Learning aim A: Explore the features of different businesses and analyse what makes them successful, Learning aim B: Investigate how businesses are organised <b>Assignment 2</b> - Learning aim C: Examine the environment in which businesses operate, Learning aim D: Examine business markets <b>Assignment 3</b> - Learning aim E: Investigate the role and contribution of innovation and enterprise to business success</p>	<p><b>How will students be assessed for this unit?</b> This unit is assessed under supervised conditions. The Part A Research Pack is released to learners under low control conditions in the afternoon on the day before the Part B assessment, which will be sat in the morning session. Learners have access to Part A for a 2 hour preparation period with the Part B assessment being a 3 hour supervised session. The assessment is set and marked by Pearson. The number of marks for the unit is 70. The assessment availability is twice a year in December/January and May/June.</p>	<p><b>How will students be assessed for this unit?</b> This unit is assessed by a written examination set by Pearson. The examination will be two hours in length. The number of marks for the examination is 80. (Section A contains questions on the personal finance unit content and approximately one-third of the marks, and Section B contains questions on the business finance unit content and approximately two-thirds of the marks). The assessment availability is twice a year in January and May/June. The first assessment is available in June 2017.</p>

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Unit 4 – Managing an Event	Unit 5 – International Business	Unit 9 – Team Building in Business	Unit 20 - CSR
<p><b>Why study this unit?</b>            Students will investigate a number of successful events, both large and small, and use this research to assess the feasibility of events to plan and run. Examples could range from organising meetings, product launches, exhibitions, promotions, charity events, team-building events and staff development, to a full-scale conference. Students chosen event will be carefully planned, demonstrating their ability to use planning tools. Students will then stage the event, testing the effectiveness of their planning. This will require students to ‘think on their feet’, deal with financial and security issues, liaise with suppliers and venue personnel, and utilise problem-solving skills. Afterwards students will evaluate the success of the event.</p>	<p><b>Why study this unit?</b>            In this unit, students will explore the benefits and issues associated with international business activities. Students will investigate the economic environment and cultural factors in international markets and the influence they have on how business is conducted. Students will also examine the strategic and operational approaches to developing business in an international context.</p>	<p><b>Why study this unit?</b>            In this unit students will learn how successful businesses draw on effective teams, for example Formula One® motor racing relies on excellent teamwork that is modelled by many businesses. A team allows its members to use their collective strength and to share ideas, perspectives and experiences. Students will learn that nearly all individuals in a business belong to one or more groups or teams that contribute to the overall corporate strategy of the business. In this unit students will have the opportunity to work in, and lead a team. The unit and the team activities will give students the practical tools they need to support and lead a team. It develops key employability skills and will be useful both in the workplace and in studies.</p>	<p><b>Why study this unit?</b>            Learners develop an understanding of how businesses adopt policies to respond to challenges and how they are socially responsible. In this unit, you will learn how corporate social responsibility (CSR) and ethical behaviour are part of business in the modern marketplace. Consumers make informed decisions about who they select to provide the goods and services they use. You will see how demonstrating a strong corporate social image can lead to a competitive advantage. Businesses that respect and care for the environment and the communities in which they operate, and are also concerned with making the right choices, are more likely to be successful in winning or maintaining customers. You will understand how this incurs additional costs to the business. You will investigate how major businesses demonstrate their CSR to different stakeholder groups. You will consider how some of the current CSR issues impact on selected businesses and how legislation can encourage businesses to act more responsibly.</p>
<p><b>Spec links:</b>  <a href="#">Page 59 - BTEC Nationals Level 3 in Business Unit 4 Managing an Event Assignment Briefs</a>  <a href="#">Unit 4 - Managing an Event Resources</a></p>	<p><b>Spec links:</b>  <a href="#">Page 67 - BTEC Nationals Level 3 in Business Unit 5 International Business Assignment Briefs</a>  <a href="#">Unit 5 International Business Resources</a></p>	<p><b>Spec links:</b>  <a href="#">Page 99 - BTEC Nationals Level 3 in Business Unit 9 Team Building Assignment Briefs</a>  <a href="#">Unit 9 - Team Building Resources</a></p>	<p><b>Spec links:</b>  <a href="#">Page 189 - BTEC Nationals Level 3 in Business</a>            A Examine the CSR issues facing large private sector businesses            B Investigate the benefits and drawbacks for businesses of adopting a CSR policy            C Review the CSR record of a private sector business.</p>
<p><b>Teaching these topics here supports:</b>            Unit 1: Exploring Business            Unit 2: Developing a Marketing Campaign            Unit 3: Personal and Business Finance            Unit 5: International Business            Unit 6: Principles of Management.            Unit 28: Branding            Unit 9: Team Building in Business</p>	<p><b>Teaching these topics here supports:</b>            Unit 1: Exploring Business            Unit 2: Developing a Marketing Campaign            Unit 3: Personal and Business Finance            Unit 5: International Business            Unit 6: Principles of Management            Unit 28: Branding</p>	<p><b>Teaching these topics here supports:</b>            Unit 4: Managing an Event            Unit 6: Principles of Management            Unit 8: Recruitment and Selection Process</p>	<p><b>Teaching these topics here supports:</b>            This unit has links with most of the other units in the specification, particularly Unit 1: Exploring Business.</p>
<p><b>How will students be assessed for this unit?</b>  <b>3 x written assignments consisting of:</b>  <b>Assignment 1</b> - Learning aim A: Explore the role of an event organiser  <b>Assignment 2</b> - Learning aim B: Investigate the feasibility of a proposed event, Learning aim C: Develop a detailed plan for a business or social enterprise event  <b>Assignment 3</b> - Learning aim D: Stage and manage a business or social enterprise event, Learning aim E: Reflect on the running of the event and</p>	<p><b>How will this unit be assessed?</b>  <b>3 x assignments consisting of:</b>  <b>Assignment 1</b> - Learning aim A: Explore the international context for business operations, Learning aim B: Investigate the international economic environment in which business operates  <b>Assignment 2</b> - Learning aim C: Investigate the external factors that influence international businesses, Learning aim D: Investigate the cultural factors that influence international businesses  <b>Assignment 3</b> - Learning aim E: Examine the strategic and operational approaches to</p>	<p><b>How will students be assessed for this unit?</b>  <b>2 x written assignments consisting of:</b>  <b>Assignment 1</b> - Learning aim A: Examine the benefits of teams in a business setting, Learning aim B: Investigate techniques and theories used for the development of an effective business team  <b>Assignment 2</b> - Learning aim C: Develop effective team skills through practical activities</p>	<p><b>How will this unit be assessed?</b>            There is a maximum number of three summative assignments for this unit. The relationship of the learning aims and criteria is: Learning aim: A (A.P1, A.P2, A.M1, A.D1) Learning aim: B (B.P3, B.P4, B.P5, B.M2, B.D2) Learning aim: C (C.P6, C.M3, C.D3)</p>