

Curriculum Overview

Subject: Business Studies

Year Group: Year 12

CHASE HIGH SCHOOL
Aspiration, Character & Excellence



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
<p>KNOWLEDGE/SKILLS</p> <p>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.</p> <p>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.</p>	<p>KNOWLEDGE/SKILLS</p> <p>Half term 1&2: Unit 3 (KLI) This unit develops essential skills in personal financial management, business accounting, and analysis, fostering financial literacy crucial for both personal and professional success.</p>	<p>KNOWLEDGE/SKILLS</p> <p>Half term 1&2: Completing tasks and resits of previous exam units.</p> <p>To complete work experience (part of Unit 27)</p>
<p>KEY ASSESSMENTS</p> <p>Half term 2: Unit 2 – mock 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: Unit 2 External 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</p>	<p>KEY ASSESSMENTS</p> <p>Half term 1: Unit 3 – Sample assessments will be provided, by Pearson, in order to prepare learners for the Unit 3 in May. Our centre will use these sample assessments to form a mock exam for students.</p>

Part B being a 3 hour supervised session.
The assessment is set and marked by Pearson, with 70 marks available.

Half term 2:
Unit 3 – external exam set by Pearson. 2 hours in length, with the maximum amount of marks to achieve being 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.

Extended reading suggestions and external resources:

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.