

CTEC Business KS5 Curriculum Overview

Links to KS4		CTEC Business is a now established course at LPA. It advances well from our GCSE Business with clear links to specific topics. Business: Students that have studied GCSE Business will recognise the following terms: Finance, stakeholders and business objectives. These however are looked at in greater depth. Maths: Calculations, looking at the financial aspect of how the business world operates will require a basic level of Maths that would have been instilled in the students throughout their education. Sociology: Students will be conducting large amounts of their own research over the course of the two years and students that have studied Sociology will recognise some aspects of research methods.					
Intent	Statement of Intent	Students will have a stronger understanding of the business environment – relating to the forms of business ownership under which firms operate, the internal and external factors that can affect decision-making, the legal and financial constraints placed upon a business, and how a business can identify and respond to opportunities and threats within their environment. Students will also have a deeper understanding of the importance of customers, customer satisfaction and loyalty to a business’ long-term success, and the tactics and strategies that can improve their chances of achieving these.					
Timeline		Term 1 - 7 Weeks	Term 2 - 7 Weeks	Term 3 - 6 Weeks	Term 4 - 6 Weeks	Term 5 - 6 Weeks	Term 6 - 7 Weeks
Implementation (Year 12)	Year 12 Overview	In Year 12 students will work through Unit 1, Unit 4 and Unit 2 of the course, these have been selected to complement each other with a combination of coursework and exams. Through the year they will be adding their skills in exam technique and applying them with key terminology to improve their knowledge of how the business world operates. Within each unit, the learning is underpinned by close reference to real life business concepts, using current affairs as well as the students preferred businesses to apply the knowledge learned to day to day business life. Having a range of assessments allows for all individuals to thrive. This also allows students to identify how they are doing in the course at different intervals. Through partaking in the units, students are able to develop their skills at evaluating as well as analysing.					
	SOW	Unit 1 - Business Environment		Unit 4 - Customers and Communication		Unit 2 – Working in Business	
	Assessment Type & Unit Focus	RP1 - Terminology / initial content. 1 x 40 min tests (Sept/Oct). Students will gain a broad understanding of the business environment by going through the content in the first term. Utilising the five teaching hours per week, students will work through a section per week to give an overview of the unit, these include - Types of businesses and business ownership - Functional areas - Organisational structures - Financial information - Stakeholders - External influences - Business planning This will prepare students for a Term 2 of exam preparation and content revision before their Unit 1 exam in January.		RP2/PPE1 – Terminology / Content 2 x 40 min tests Assessed: CTEC Business Unit 1 Exam (Jan) Coursework: Pass Level Qualifications for unit 4 Students will work on the Unit 4 coursework project with a deadline of the end of Term 5. They will work through the various elements to the coursework to complete them to the best of their ability. In term 3 students are going to be working through the Pass levels in the unit with the Merit elements of the coursework unit coming though in term 4. Throughout term 4, students will include some analysis and self-reflection from the Pass grade strands. Students will deepen their understanding of the importance of customers, how a business can provide a good service to new and existing customers, why it is important to do so and why it should be a part of a business’ strategy for profit generation.		Assessed: RP2/PPE 3 - Students will be introduced to the content that will make up the Unit 2 and Unit 3 exams they will take in the following January, giving them more time to prepare for the exams. They will gain a basic understanding of the content they will face during both units, setting them up for a more efficient start after the summer.	
Implementation (Year 13)	Year 13 Overview	By the end of Year 13, students will have a stronger understanding of working in business – relating to protocols, use of business documents, planning, prioritising tasks and communicating with stakeholders. Students will have a deeper understanding of making business decisions – the factors to consider when making them and how the use of financial, marketing, human resource, resource, project and change management resources can support and justify decisions. Students will also gain skills relating the marketing function – understanding the role of marketing, knowing the constraints on marketing, being able to carry out market research for opportunities and be able to validate and present market research findings.					
	SOW	Unit 2 -Working in Business & Unit 3-Business Decision		Unit 5 -Marketing and Market Research		Unit 5 – Marketing and Market Research.	
	Assessment Type & Unit Focus	RP1/PPE 1 - Assessment of Terminology Mock Exam of Unit 2 Mock Exam for Unit 3 Students will spend two hours per week studying for Unit 2 and then 3 hours working towards Unit 3, these combined will include the following - Business protocol - Factors affecting decision making - Arrangements of business meetings - Financial data - Understanding business documents - Planning and prioritizing tasks. - Market research decisions. - Resource and project management - Communication with stakeholders - Decision making tools. At the end of the second term there will be allocated lesson time to support students to develop exam technique and also build revision resources ready for their Exams in January		Assessment: Unit 2 Exam (Jan) Assessment: Unit 3 Exam (Jan) RP2 - Coursework: Completion of Unit 5 (Pass and Merit Work.) Students will work on the Unit 5 coursework project with a deadline of the end of Term 5. They will work through the various elements to the coursework to complete them to the best of their ability. In term 3 students are going to be working through the pass elements of the coursework. This will then develop in term 4 to the merit aspects of their qualifications. Each of these elements of coursework is going to deepen the students understanding of the importance of the role of marketing, knowing the constraints on marketing, being able to carry out market research for opportunities and be able to validate and present market research findings.		RP3 - Coursework: Completion of Unit 5 (Distinction work) Students will continue with the Unit 5 coursework project during Term 5, focusing on the strands that will help them achieve a Distinction grade. This will include making recommendations and justifications based on the information discussed in Pass and Merit grade strands. By the end of the 5th term, students should have; • Completed D1 and D2 of their coursework project. • Justify the choice and sequence of questions used in the market research. • Recommend and justify marketing decisions that the business could take. By the end of the term 6, Students would have completed all coursework and exam elements of the course.	
Topic Texts		Business Adventures - Twelve Classic Tales from the World of Wall Street - John Brooks Freakonomics: A Rogue Economist Explores the Hidden Side of Everything - Steven Levitt & Stephen J. Dubner					
Impact	Year 12 Review Points	RP1: T1, Wk3		RP2 (PPE1): T3, Wk2		RP3 (PPE2): T6, Wk4	
	Year 13 Review Points		RP1 (PPE1): T2, Wk1		RP2: T4, Wk1	RP3 (PPE2): T5, Wk1	
	How It Is Used / Skills Set Developed / Outcomes	Evaluating research develops critical thinking skills. Students are encouraged to consider the validity, objectivity and source of research claims made in the press or on social media. They are taught common pitfalls such as confirmation bias, regression to the mean and randomness to help with this. The use of scenarios encourages students to apply their learning to real life businesses that they experience in everyday life.					
	Links to Higher Education	CTEC Business is not a pre-requisite for a business-related degree and so year 1 will repeat a lot of the CTEC Business content which means LPA students are getting a strong foundation to build from. To ensure that students have an idea of what to expect at higher education, students look at tasks that have been identified as University level throughout the year. There are regular opportunities to reference work correctly which will be used in higher education. As a course we go through the different aspects of the course that apply to a university course and also discuss what courses are on offer for certain interests, i.e. Marketing, Accounting and Finance. There is also a greater emphasis on wider reading and coursework elements to develop independent study skills, this in turn, models the conditions for a university assignment.					
	Careers in the Curriculum	Throughout the course, we update our careers board advertising new careers in business. In addition to this we also look at how using businesses in lessons which students aspire to work in. We also incorporate careers into starter activities looking at business related options.					