

Walthamstow Academy – BTEC Business Curriculum Journey

Our Curriculum Intent

Our Business and Enterprise curriculum gives **all of our students** an **understanding** and **insight** into the world of work, specifically the ways in which businesses are established, run and how they benefit society. Our curriculum makes our students **think independently** and **curiously** about the way the world works: its economies, its people, and its ethics. We provide our students with opportunities to **analyse** existing businesses, **develop** their enterprise skills and creativity, **apply** their mathematical knowledge and grow and **develop into young adults** who appreciate how financial and business markets work.

- Investigation of existing businesses
- Case studies and scenarios
- Research into existing businesses
- Analysis and evaluation of financial data
- Business design

Our Curriculum Progression Model

In sequencing our curriculum, we aim to introduce new content and business theory alongside developing the complexity within topics the students study. For example, students in Year 10 are taught the basics of business ownerships, such as the difference between sole traders and limited companies. In year 11, students apply this knowledge to real life scenarios in order to evaluate the strengths and limitations of these different types of business model. By the time they are studying business in the sixth form, students make reasoned judgements on the financial and legal implications of setting up or developing these business models in different aspects of the real business world. The business curriculum is sequenced to enable students to learn new content in small steps and then apply their learning to various scenarios, hopefully creating the entrepreneurs and business leaders of the future.

KS5

In year 12 we prepare students for a deeper analysis and evaluation of different business models: their validity, limitations and unpredictable threats to business. They also study, apply and interpret more complex financial ratios to business accounts.

Whereas at Key Stage 4 GCSE students are taught to identify and criticise established businesses, we move beyond this at Key Stage 5 and teach students to recommend improvements to established businesses in the national and international markets.

Key Stage 5 explores business in more depth and complexity than Key Stage 4. Where Key Stage 4 business explores the basic tenets of existing businesses – their branding, their business model, type of ownership and general finance (income and expenditure), the Key Stage 5 curriculum explores these concepts in more depth using more complex analytical tools such as close analysis of business accounts and PESTLE. The Key Stage 5 curriculum ultimately prepares students for university level study of business, accounting, management, finance or economics.

Term	Curriculum Content	Assessment(s) (assessment title, duration and approx date)	Extra-Curricular Options (Places to visit; wider reading; clubs to join)
<p>Year 12 Curriculum Overview:</p> <p><i>In Year 12 Students study the Mandatory Units that underpin the course. These range from Marketing to Finance. Externally assessed Units are also completed in the first year of this 2 year course. Skills students develop over Year 12 include Cognitive, Intrapersonal, Independence Skills. Literacy is also developed through Report writing as well as Numeracy skills in learning how to analyse Financial Accounts. Students research real Businesses based on their interests.</i></p>			
<p>Year 12 HT1</p>	<p>Unit Titles: Exploring Business Personal & Business Finance Recruitment & Selection Process</p> <p>Students will learn about/ develop skills of:</p> <ul style="list-style-type: none"> • Features of businesses • Stakeholders and their influence • Effective business communications • Functions and role of money • Different ways to pay • Recruitment of staff <p>Students study 2 selected Businesses and investigate reasons why they are successful. This Unit deals with the Principles of Business i.e. Features & Ownership</p>	<p>Summative Assessment Assignments based on Units 1 and 8</p> <p>Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson.</p> <p>Personal & Business Finance is a written 2 Hour Exam sat in February</p> <p>Formative Assessment Unit 3 Past Papers</p>	<p>Pearson BTEC National Textbook</p> <p>www.bized.co.uk</p> <p>www.businesscasestudies.co.uk</p>
<p>Year 12 HT2</p>	<p>Unit Titles: Exploring Business Personal & Business Finance Recruitment & Selection Process</p> <p>Students will learn about/ develop skills of:</p> <ul style="list-style-type: none"> • Structure and organisation • Aims and objectives 	<p>Summative Assessment</p> <p>Non-ex Assignments based on Units 1 and 8</p> <p>Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson.</p>	<p>Pearson BTEC National Textbook</p> <p>www.tutor2U.com</p> <p>www.minwww.startups.co.uk</p> <p>www.gov.uk/set-up-business</p>

	<ul style="list-style-type: none"> External environment Managing personal finance Explore the personal finance sector Job applications <p>Students learn about the importance of Managing Personal Finance researching Bank Accounts and various forms of Credit</p>	<p>Personal & Business Finance is a written 2 Hour Exam sat in Feb an internal assessment set by Pearson, marked by the centre and moderated by Pearson.</p> <p>Formative Assessment Unit 3 Past Papers</p>	<p>dtools.com</p>
<p>Year 12 HT3</p>	<p>Unit Titles: Principles of Management Personal & Business Finance Recruitment & Selection Process Pitching for a New Business</p> <p>Students will learn about/ develop skills of:</p> <ul style="list-style-type: none"> Definitions of management and leadership Functions of management and leadership Understand the purpose of accounting Select and evaluate different sources of business finance Interviews and skills Exploration of ideas for a micro-business start-up Models for business opportunities <p>Students study the Recruitment Process which will support them when applying for jobs in later life. Learning important topics such as Interview Skills.</p>	<p>Summative Assessment</p> <p>Non-exam internal assessment set by Pearson, marked by the centre Assignments based on Units 1 and 8</p> <p>Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson.</p> <p>Personal & Business Finance is a written 2 Hour Exam sat in Feb.</p> <p>Formative Assessment Unit 3 Past Papers Unit 8 Past Papers</p>	<p>Pearson BTEC National Textbook</p> <p>www.gov.uk</p> <p>www.princes-trust.org.uk/help-for-young-people/support-starting-business</p>
<p>Year 12 HT4</p>	<p>Unit Titles: Principles of Management Recruitment & Selection Process Pitching for a New Business</p> <p>Students will learn about/ develop skills of:</p> <ul style="list-style-type: none"> Business culture Management and leadership styles Factors to be considered when setting up a micro-business 	<p>Summative Assessment</p> <p>Non-exam internal assessment set by Pearson, marked by the centre and moderated by Assignments based on Units 1 and 8</p> <p>Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson.</p>	<p>Pearson BTEC National Textbook</p> <p>www.startupbritain.org</p> <p>YouTube videos of Dragon's Den</p>

	<ul style="list-style-type: none"> • Market analysis and planning • Legal aspects <p>Students study the Principles of Management preparing them for future employment and to apply their knowledge to a pre-release case study for their external assessment</p>	<p>Formative Assessment Unit 8 Past Papers</p>	
<p>Year 12 HT5</p>	<p>Unit Titles: Recruitment & Selection Process Pitching for a New Business</p> <p>Students will learn about/ develop skills of:</p> <ul style="list-style-type: none"> • Ethical and legal considerations in the recruitment process • Personal CV • Financial aspects • Marketing mix SWOT <p>Students produce a detailed Business Plan for a Micro-business start-up with a view to gain finance and investment. This includes all aspects of starting a Business from Marketing to Finance</p>	<p>Summative Assessment</p> <p>Non-exam internal assessment set by Pearson, marked by the centre and moderated by Assignments based on Units 1 and 8</p> <p>Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson.</p> <p>Personal & Business Finance is a written 2 Hour Exam sat in Feb Pearson.</p>	<p>Pearson BTEC National Textbook</p> <p>www.startupdonut.co.uk</p> <p>YouTube videos of Dragon's Den</p>
<p>Year 12 HT6</p>	<p>Unit Title: Recruitment & Selection Process Pitching for a New Business</p> <p>Students will learn about/ develop skills of:</p> <ul style="list-style-type: none"> • letter of application. • Designing interview questions. • Carry out a pitch for funding for the chosen micro-business • Review and evaluation of the pitch 	<p>Summative Assessment</p> <p>Non-exam internal assessment set by Pearson, marked by the centre and moderated by Assignments based on Units 1 and 8</p>	<p>Pearson BTEC National Textbook</p> <p>www.startupdonut.co.uk</p> <p>You tube videos of Dragon's Den</p>

	Having completed the Business Plan students develop their confidence, organisation and presentation skills by pitching their idea to the class and potential investors. They also develop communication skills in answering questions from their audience.	Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson. Personal & Business Finance is a written 2 Hour Exam sat in Feb Pearson.	
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Term	Curriculum Content	Assessment(s) (assessment title, duration and approx date)	Extra-Curricular Options (Places to visit; wider reading; clubs to join)
Year 13 Curriculum Overview:			
<i>In Year 13 Students study the Mandatory Units that underpin the course. These range from Marketing to Finance. Externally assessed Units are also completed in the first year of this 2 year course. Skills students develop over Year 12 include Cognitive, Intrapersonal, Independence Skills. Literacy is also developed through Report writing as well as Numeracy skills in learning how to analyse Financial Accounts. Students research real Businesses based on their interests.</i>			
Year 13 HT1	<p>Unit Titles: Principles of Management Business Decision Making</p> <p>Students will learn about/ develop skills of:</p> <ul style="list-style-type: none"> • Management & Leadership • Human Resource Planning • Motivation • Managing Change • Market Research • Managing Resources • Interpreting Accounts • Financial Ratios 	<p>Summative Assessment Both Units 6 & 7 are externally Assessed by Pearson through a Written Exam based on a pre-released Case Study in January</p> <p>Formative Assessment Past Unit 6 & 7 Exam Papers</p>	<p>Pearson BTEC National Textbook</p> <p>www.bized.co.uk</p> <p>www.businesscasestudies.co.uk</p>
Year 13	Unit Titles:		Pearson BTEC National

<p>HT2</p>	<p>Principles of Management Business Decision Making</p> <p>Students will learn about/ develop skills of:</p> <ul style="list-style-type: none"> • Management & Leadership • Human Resource Planning • Motivation • Managing Change • Market Research • Managing Resources • Interpreting Accounts • Financial Ratios 	<p>Summative Assessment</p> <p>Both Units 6 & 7 are externally Assessed by Pearson through a Written Exam based on a pre-released Case Study in January</p> <p>Formative Assessment</p> <p>Past Unit 6 & 7 Exam Papers</p>	<p>Textbook</p> <p>www.tutor2U.com</p> <p>www.minwww.startups.co.uk</p> <p>www.gov.uk/set-up-business</p> <p>dtools.com</p>
<p>Year 13 HT3</p>	<p>Unit Titles: International Business Investigating Customer Service</p> <p>Students will learn about/ develop skills of:</p> <ul style="list-style-type: none"> • Financing International Business • Globalisation • International Trading Blocs • Impact of Culture • Customer Service Legislation • Communication Skills • Interpersonal Skills • Skills Audit • Personal Development Plan 	<p>Summative Assessment</p> <p>Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson.</p> <p>Formative Assessment</p> <p>5 Assignments Based on Units 5&14</p>	<p>Pearson BTEC National Textbook</p> <p>www.gov.uk</p> <p>www.boundless.com/marketing/textbooks/boundless-marketing-textbook/marketing-strategies-and-planning-2/steps-to-creating-a-marketing-plan-28/conducting-a-situational-analysis-151-7221</p> <p>http://businessculture.org/business-culture/cultural-differences-in-business</p>
<p>Year 13 HT4</p>	<p>Unit Titles: International Business Investigating Customer Service</p> <p>Students will learn about/ develop skills of:</p> <ul style="list-style-type: none"> • Financing International Business 	<p>Summative Assessment</p> <p>Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson.</p>	<p>Pearson BTEC National Textbook</p> <p>www.ezinearticles.com</p>

	<ul style="list-style-type: none"> • Globalisation • International Trading Blocs • Impact of Culture • Customer Service Legislation • Communication Skills • Interpersonal Skills • Skills Audit • Personal Development Plan 	<p>Formative Assessment 5 Assignments Based on Units 5&14</p>	<p>www.instituteofcustomerservice.com</p> <p>www.marketingdonut.co.uk</p> <p>www.businesscasestudies.co.uk</p>
<p>Year 13 HT5</p>	<p>Unit Titles: Market Research</p> <p>Students will learn about/ develop skills of:</p> <ul style="list-style-type: none"> • Purpose of Market Research • Types of Market Research • Probability Sampling • Data Analysis • Interpretation of Secondary Research • Limitations of Research 	<p>Summative Assessment</p> <p>Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson.</p> <p>Formative Assessment 2 Assignments base on Unit 22</p>	<p>Pearson BTEC National Textbook</p> <p>www.thebalance.com/market-research-4073996</p> <p>www.gov.uk/market-research-business</p> <p>www.allbusiness.com/the-five-basic-methods-of-market-research-1287-1.html</p> <p>www.ipsos-mori.com/</p>
<p>Year 13 HT6</p>	<p>Unit Title: Principles of Management Business Decision Making International Business Investigating Customer Service Market Research</p> <p>Portfolio Building and Completing Assignments</p>	<p>Summative Assessment</p> <p>Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson.</p> <p>Formative Assessment Past Papers Units 6&7 Assignments Units 5, 14 & 22</p>	<p>Pearson BTEC National Textbook</p> <p>www.startupdonut.co.uk</p> <p>You tube videos of Dragon's Den</p> <p>www.tutor2U.com</p> <p>www.gov.uk/market-research-business</p>

