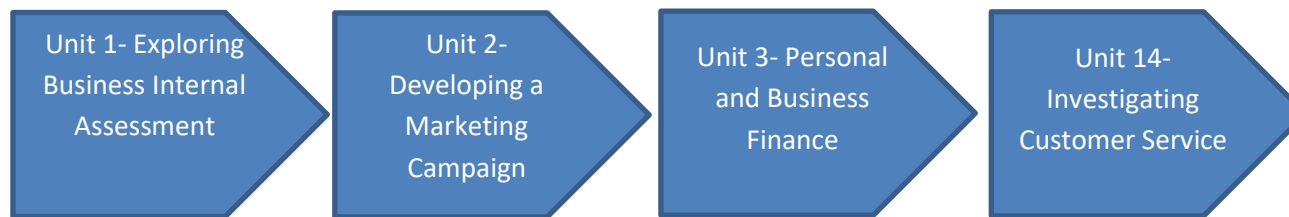


## Malbank School and Sixth Form College

### Business Studies Department KS5 Curriculum

As the BTEC National Extended Certificate is an Applied General qualification that aims to introduce the business sector. Also equipping candidates with practical knowledge and employability skills. BTEC Level 3 Nationals in Business offer learners: Transferable skills development such as teamwork, creative problem solving and research. Along with clear progression routes into higher education or employment: such as a BA in Business, or direct entry level employment and training in marketing, sales, HR, events, finance or accounting. It provides an ideal progression route from the BTEC Tech Award in Enterprise that is offered in KS4.

The course has two internally assessed units, and two externally assessed units:



These units build on each other to motivate and engage students by helping them put what they've learned into practice and grow in confidence.

#### Unit 1 – Exploring Business

**Aim**In this introductory unit, learners study the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive.

**Assessment:** internally assessed assignment

During Unit 1, the students will	Head	Hand	Heart
<b>Explore</b> the features of different businesses and analyse what makes them successful	Understand the sector, scope, liability, stakeholders and ownership of two	Create questionnaires to use for the business investigations	Understand the perspective of the range of

	contrasting organisations		stakeholders for two organisations
<b>Investigate</b> how businesses are organised	Explore the organisation structures and objectives of two businesses	Construct organisation charts from given information. Write SMART objectives for an organisation	Appreciate the impact the organisation structure can have on employees
<b>Examine</b> the environment in which businesses operate	Explain the impact of external/internal factors on businesses	Use a range of analytical technics including PEST, SWOT and 5 Forces Analysis	Examine the Corporate Social Responsibility of a business
<b>Examine</b> business markets	Interpret supply/demand curve and explain market structures	Apply the deterrents of demand/supply to a chosen business and identify its market structure.	Appreciate the consequences of 'market failure' to firms, households and governments
<b>Investigate</b> the role and contribution of innovation and enterprise to business success.	Explore the role of enterprise and innovation in contributing to the success of a business	Create a presentation that explains the importance of enterprise and innovation	Understand the morals of intellectual property rights

## Unit 2 – Developing a Marketing Campaign

**Aim:** Learners will gain skills relating to, and an understanding of, how a marketing campaign is developed.

**Assessment:** externally assessed assignment

<b>During Unit 2, the students will</b>	<b>Head</b>	<b>Hand</b>	<b>Heart</b>
---	-------------	-------------	--------------

<b>Demonstrate</b> knowledge and understanding of marketing principles, concepts, processes, key terms, data sources and definitions	Show KU of Marketing Objectives, Market Research, 7 P's, Budgets and Timescales	Create marketing objectives Conduct Market research Apply the 7 P's to a scenario Create a marketing budget with an appropriate timescale	Gain knowledge of the ASA when preparing marketing campaigns
<b>Analyse</b> marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing campaigns	Present market research using analytical techniques	Critically assess market research, considering the reliability and validity of the data	Show an understanding of research ethics
<b>Evaluate</b> evidence to make informed judgements about how a marketing campaign should be planned, developed and adapted in light of changing circumstances	Understand the influences and constraints on a marketing campaign	Make Judgements and justifications for the choices made for a marketing campaign	
<b>Be able to develop</b> a marketing campaign with appropriate justification, synthesising ideas and evidence from several sources to support arguments	Understand the developed marketing mix,	Create a marketing campaign applying the components of the extended marketing mix	Make ethical marketing decisions for the chosen organisation

### Unit 3 – Business and Personal Finance

**Aim:** Learners study the purpose and importance of personal and business finance. They will develop the skills and knowledge needed to understand, analyse and prepare financial information.

**Assessment:** externally assessed examination

<b>During Unit 3, the students will</b>	<b>Head</b>	<b>Hand</b>	<b>Heart</b>
<b>Demonstrate</b> knowledge and understanding of business and personal finance principles	Be able to define and describe the features of a range of financial products and services	Recommend a financial product for a client	Understand the role of organisations that provide advice and support for personal finance problems
<b>Apply</b> knowledge and understanding of financial issues and accounting processes to real-life business and personal scenarios	Be able to use the correct formula for the calculations. Explain the results of calculations that have been conducted.	Apply accounting monitoring and measuring tools to business situations.	Show resilience when learning accounting formula
<b>Analyse</b> business and personal financial information and data, demonstrating the ability to interpret the potential impact and outcome in context	Gain detailed knowledge of financial procedures and processes	Interpret, assess and evaluate financial reports and models	
<b>Evaluate</b> how financial information and data can be used, and interrelate, in order to justify conclusions related to business and personal finance	Consider ways to improve profit, improve cash flow, improve revenue	Make judgements based on financial information to recommend business decisions.	Develop problem solving skills through a growth mindset.

### **Unit 14 – Investigating Customer Service**

**Aim:** Learners will study how excellent customer service contributes to business success. The unit gives learners the opportunity to develop their customer service skills.

<b>During Unit 14, the students will</b>	<b>Head</b>	<b>Hand</b>	<b>Heart</b>
--	-------------	-------------	--------------

<b>Explore</b> how effective customer service contributes to business success	Develop and understanding of the components of customer service	Apply the theory of customer service to two organisations	Develop an understanding of legal responsibilities of organisations in relation to customer service.
<b>Investigate</b> the methods used to improve customer service in a business	Gain knowledge of the way's businesses measure and monitor customer service	Explain and apply how two organisations measure and monitor customer service	Show empathy for the needs of employees and customers
<b>Demonstrate</b> customer service in different situations, using appropriate behaviours to meet expectations.	Understand a wide range of customer service skills	Demonstrate customer service skills in 3 different situations	Meet customer needs in 3 different customer service situations