



Hailsham Community College - Secondary

Buisness Curriculum





Business Curriculum Roadmap

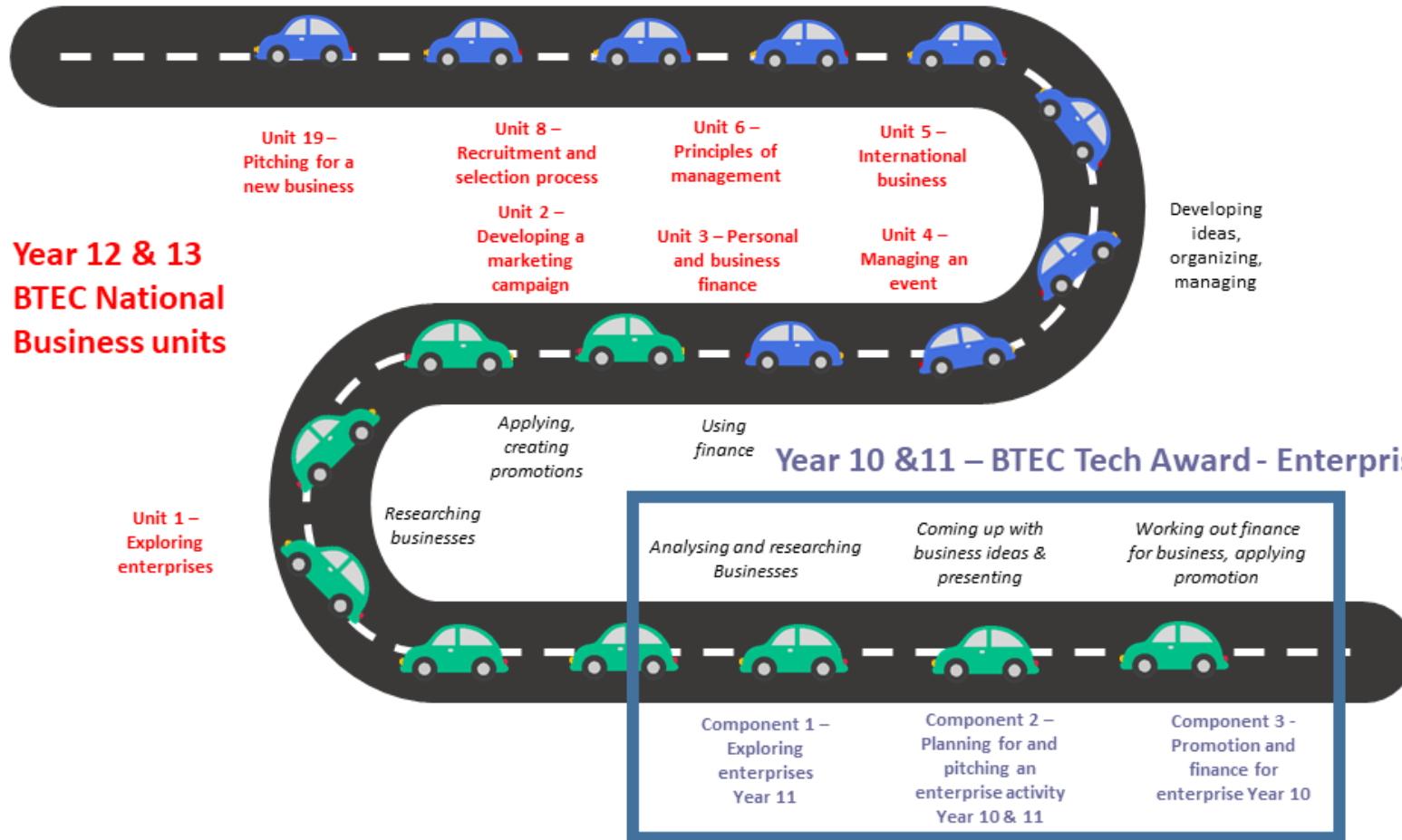


Developing ideas, presenting, persuading, calculating

Analysing, researching and presenting oneself

Analysing businesses and evaluating management

Analysing international business



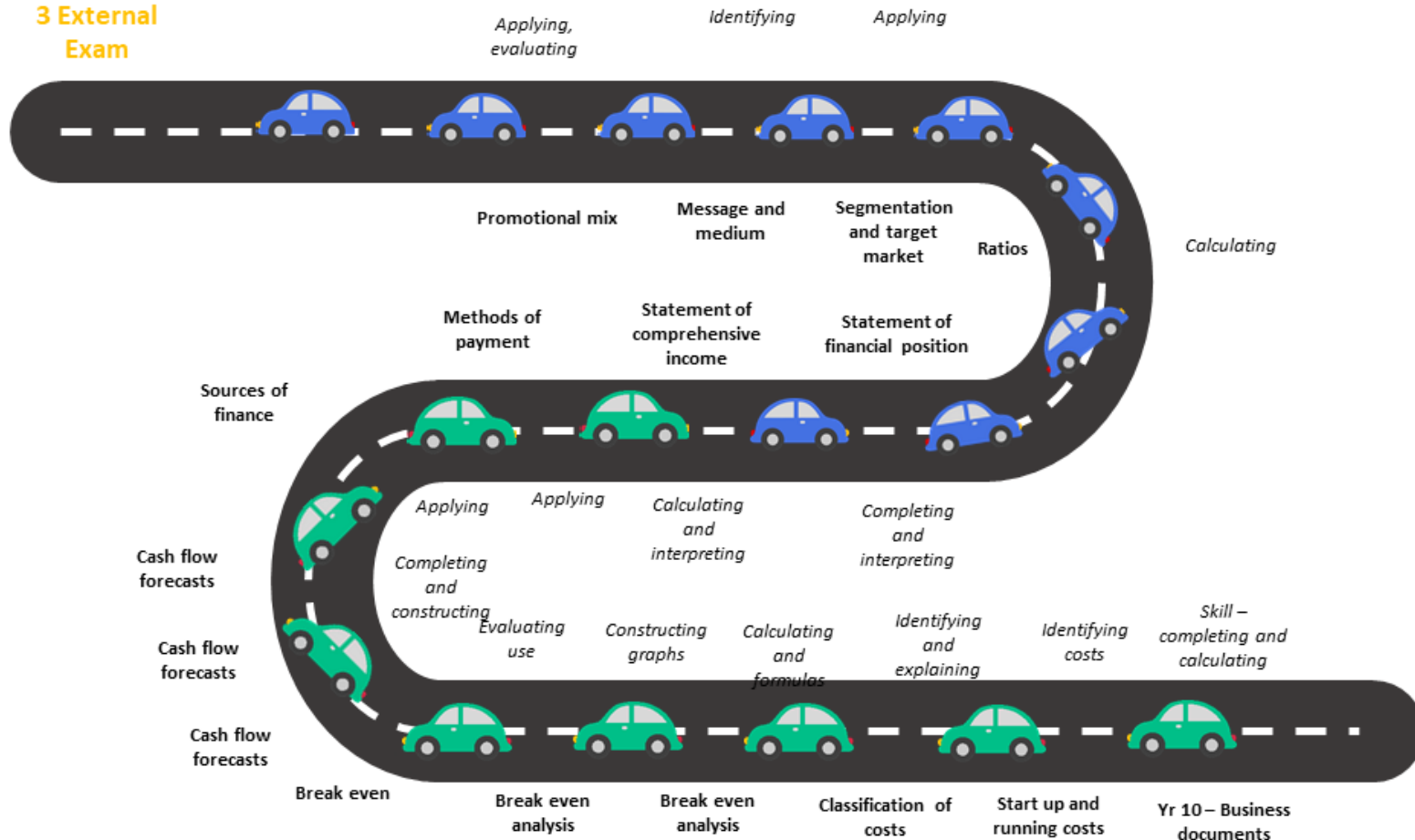
KS4



Business Curriculum Roadmap



For Component
3 External
Exam



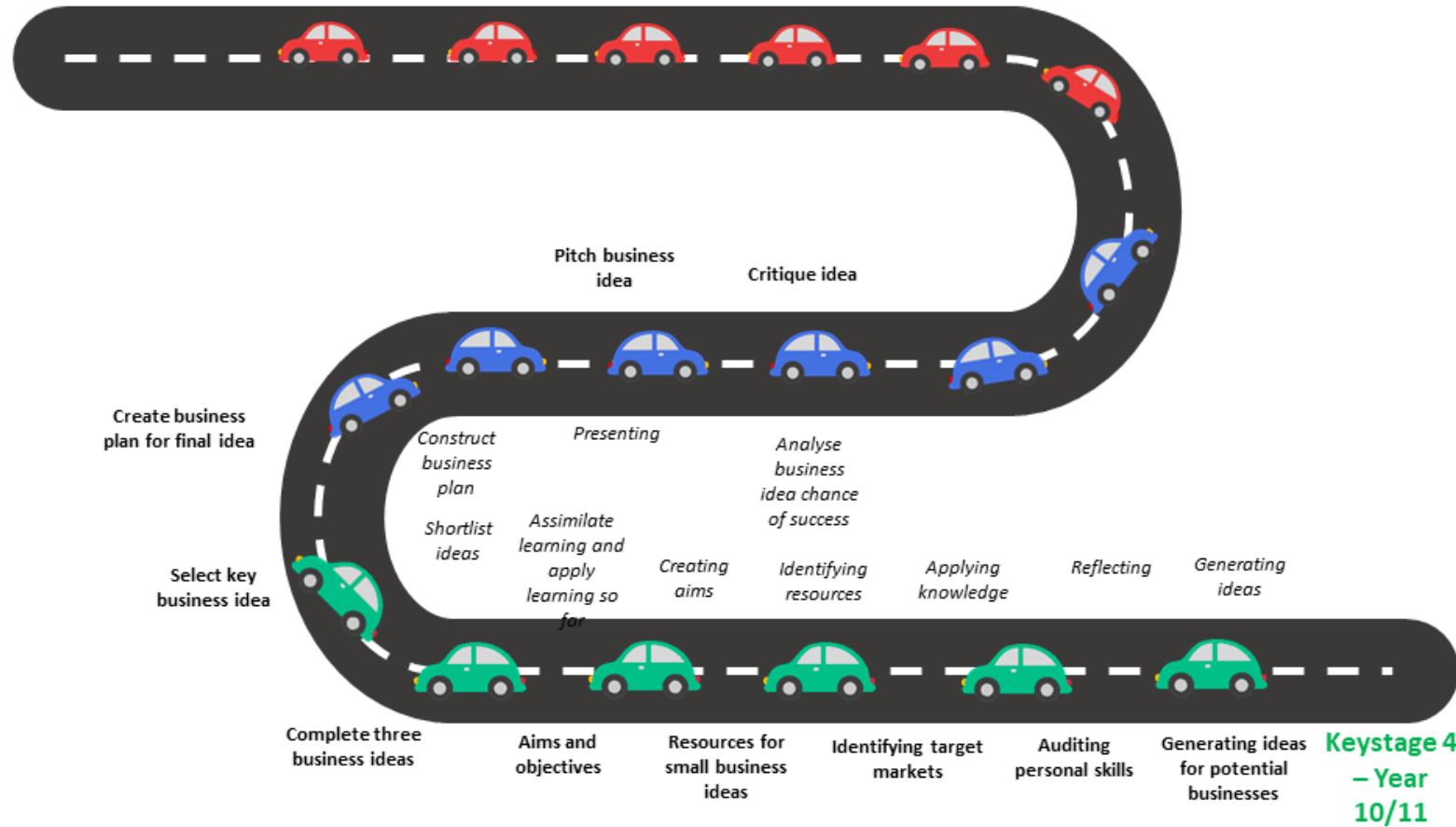
Keystage 4 –
year 10



Business Curriculum Roadmap



Component 2 –
Pitching a new
business idea

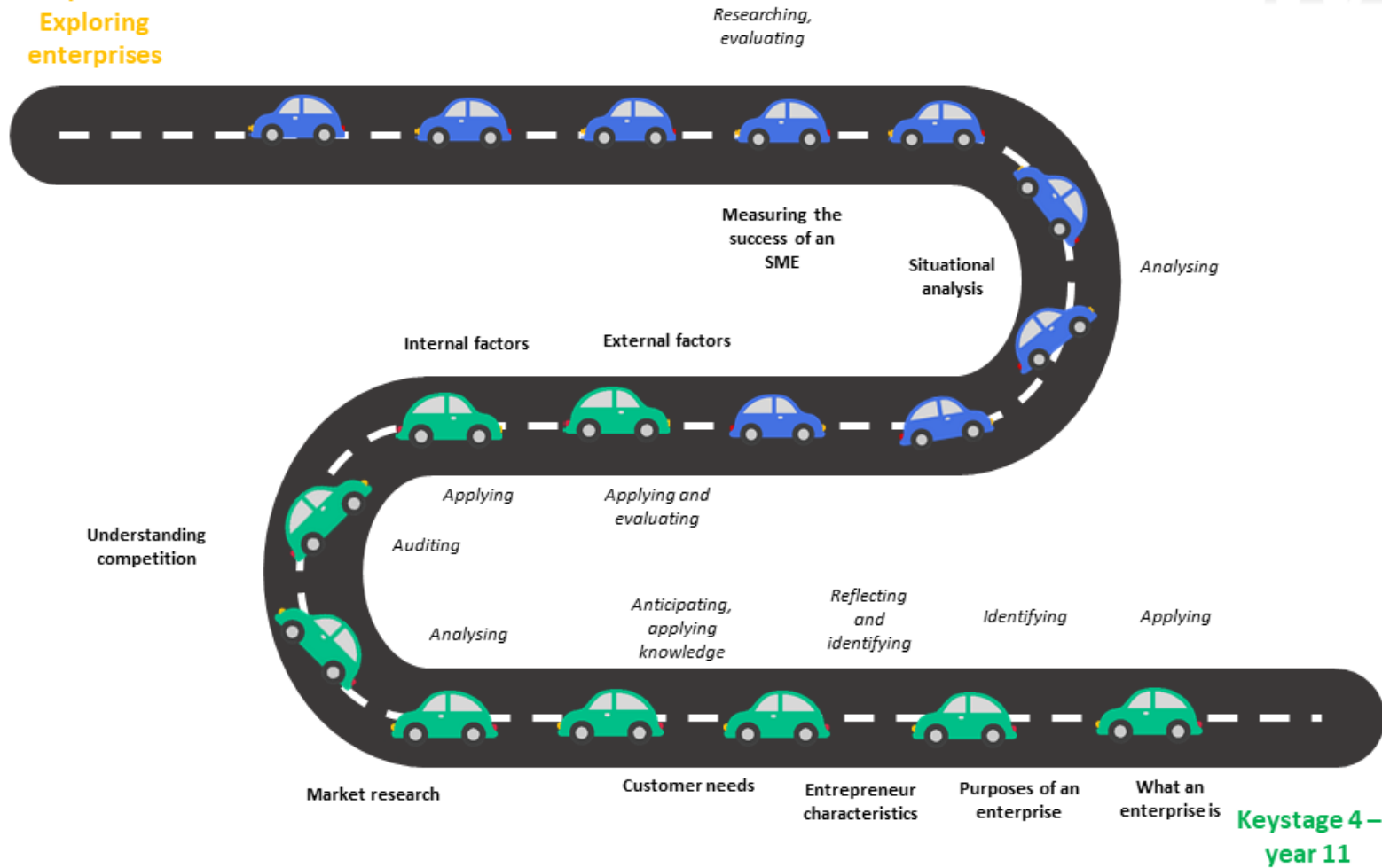




Business Curriculum Roadmap



Component 1 Exploring enterprises



KS5



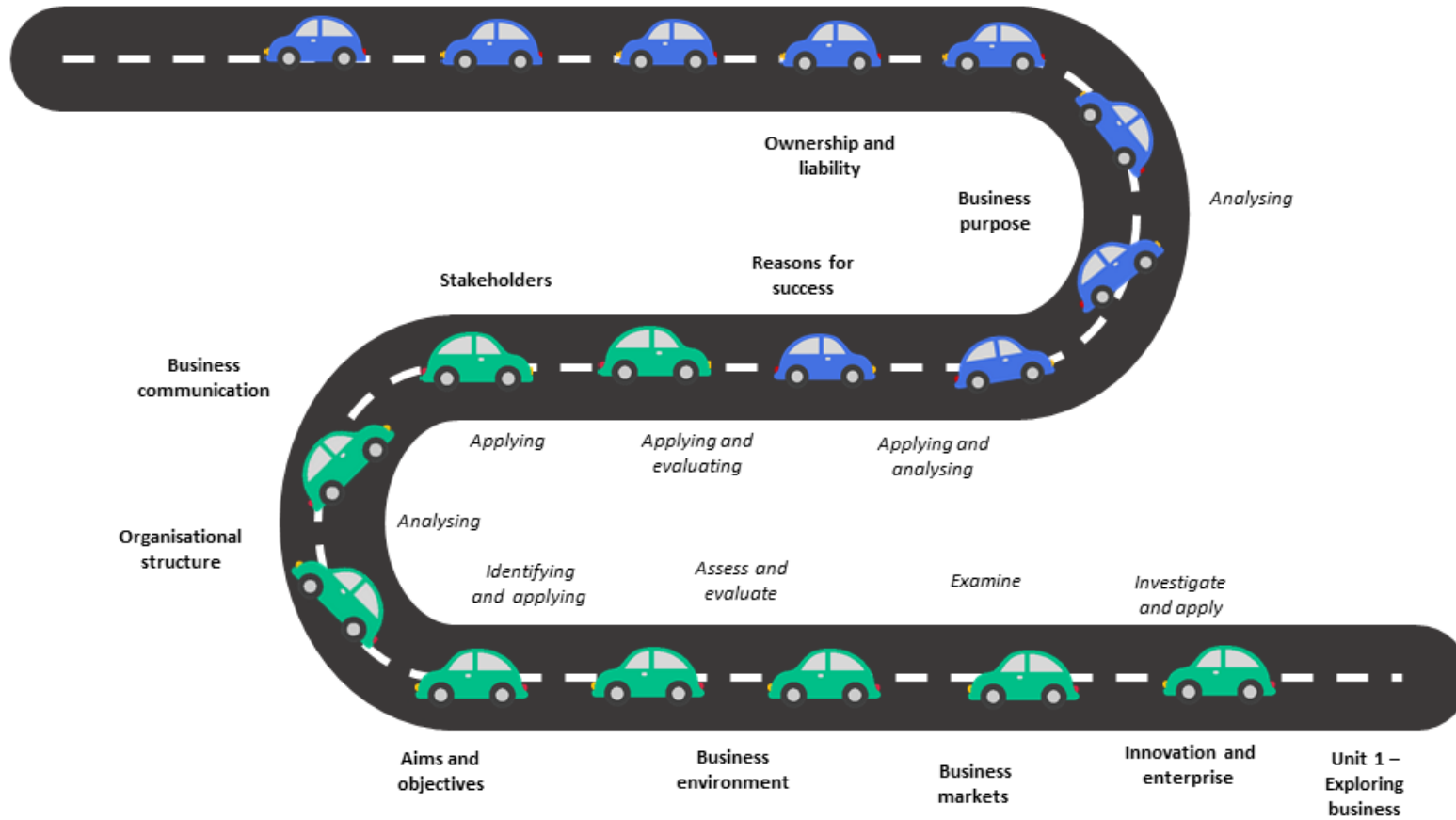
Business Curriculum Roadmap



**BTEC National
Business years
12 and 13**

Unit 1 Exploring Enterprises

*Researching,
recommending*





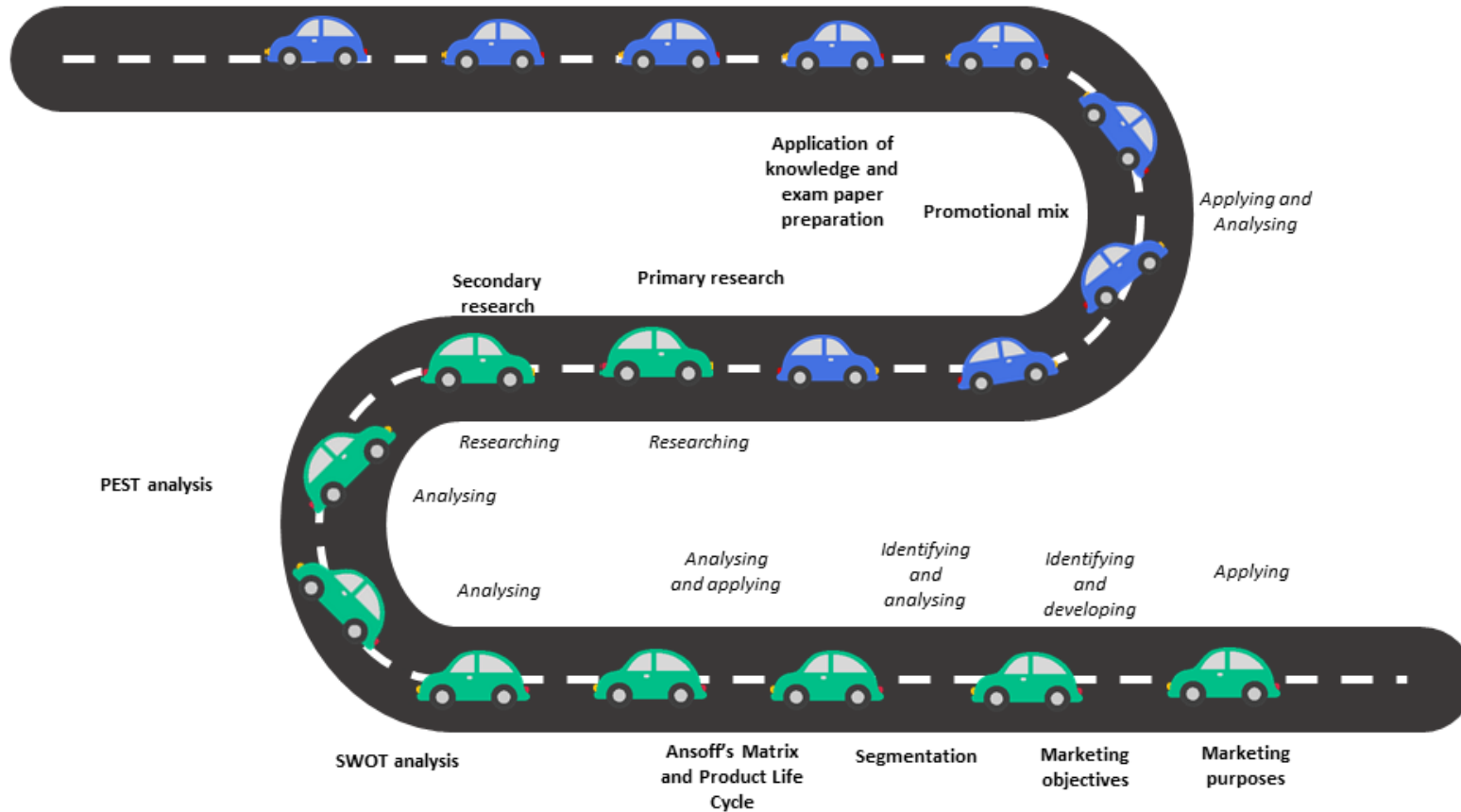
Business Curriculum Roadmap



**BTEC National
Business years
12 and 13**

**Unit 2 – Developing a
marketing campaign**

*Applying and
evaluating*





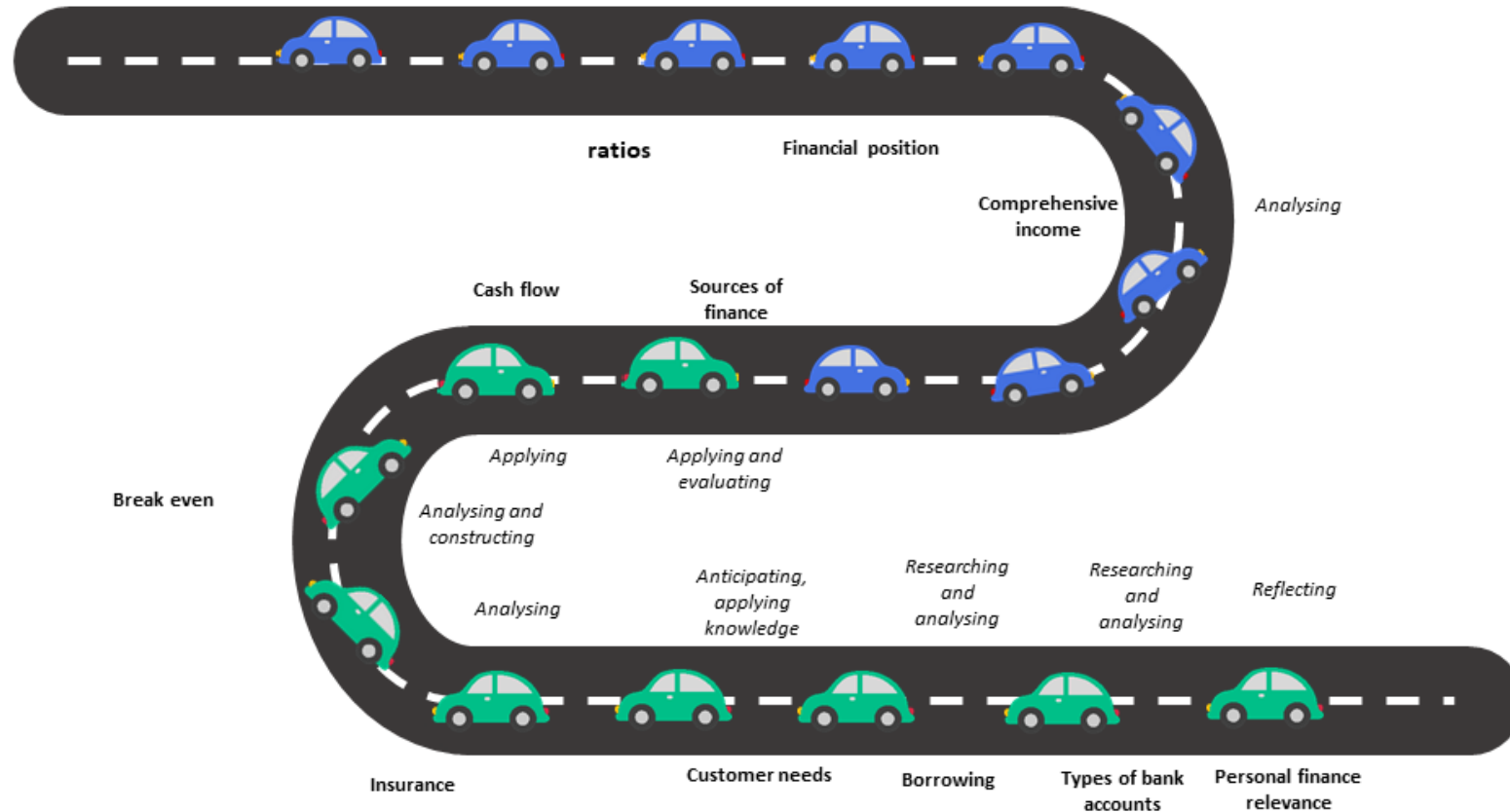
**BTEC National
Business years
12 and 13**

Business Curriculum Roadmap



**Unit 3 – Personal and
business finance**

*Researching,
evaluating*





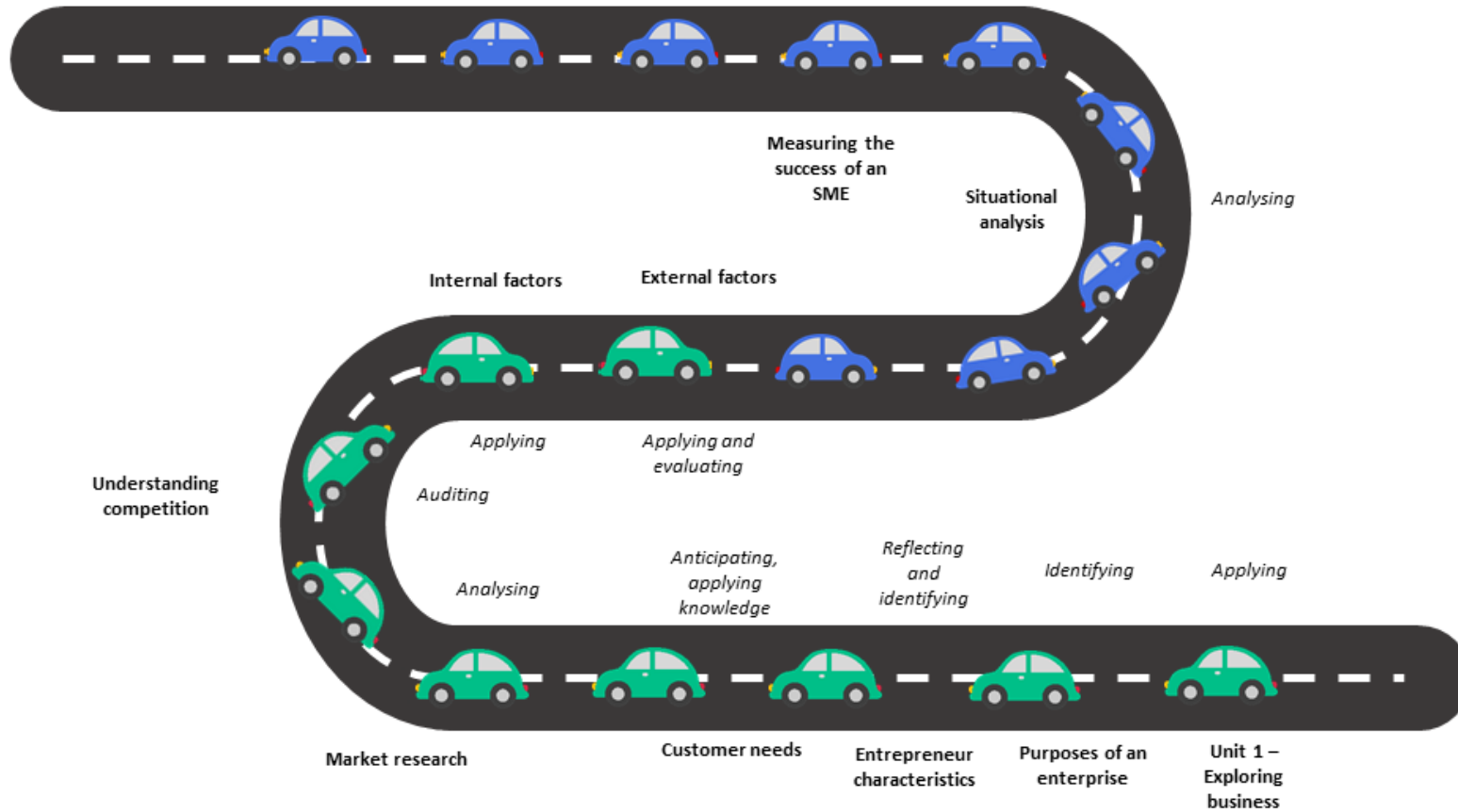
**BTEC National
Business years
12 and 13**

Business Curriculum Roadmap



Unit 4 – Managing an event

*Researching,
evaluating*





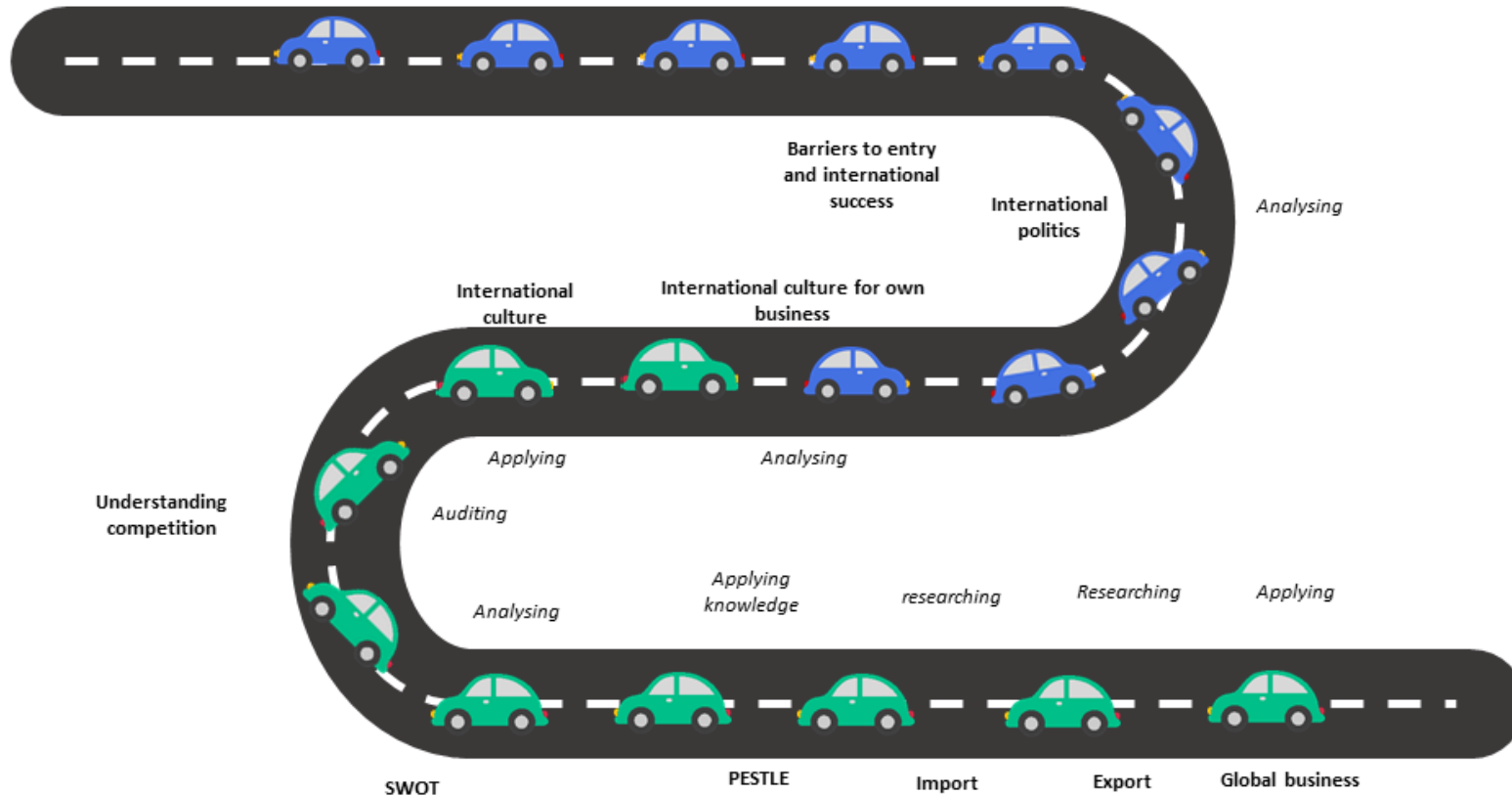
Business Curriculum Roadmap



**BTEC National
Business years
12 and 13**

**Unit 5 – International
business**

*Researching,
evaluating*





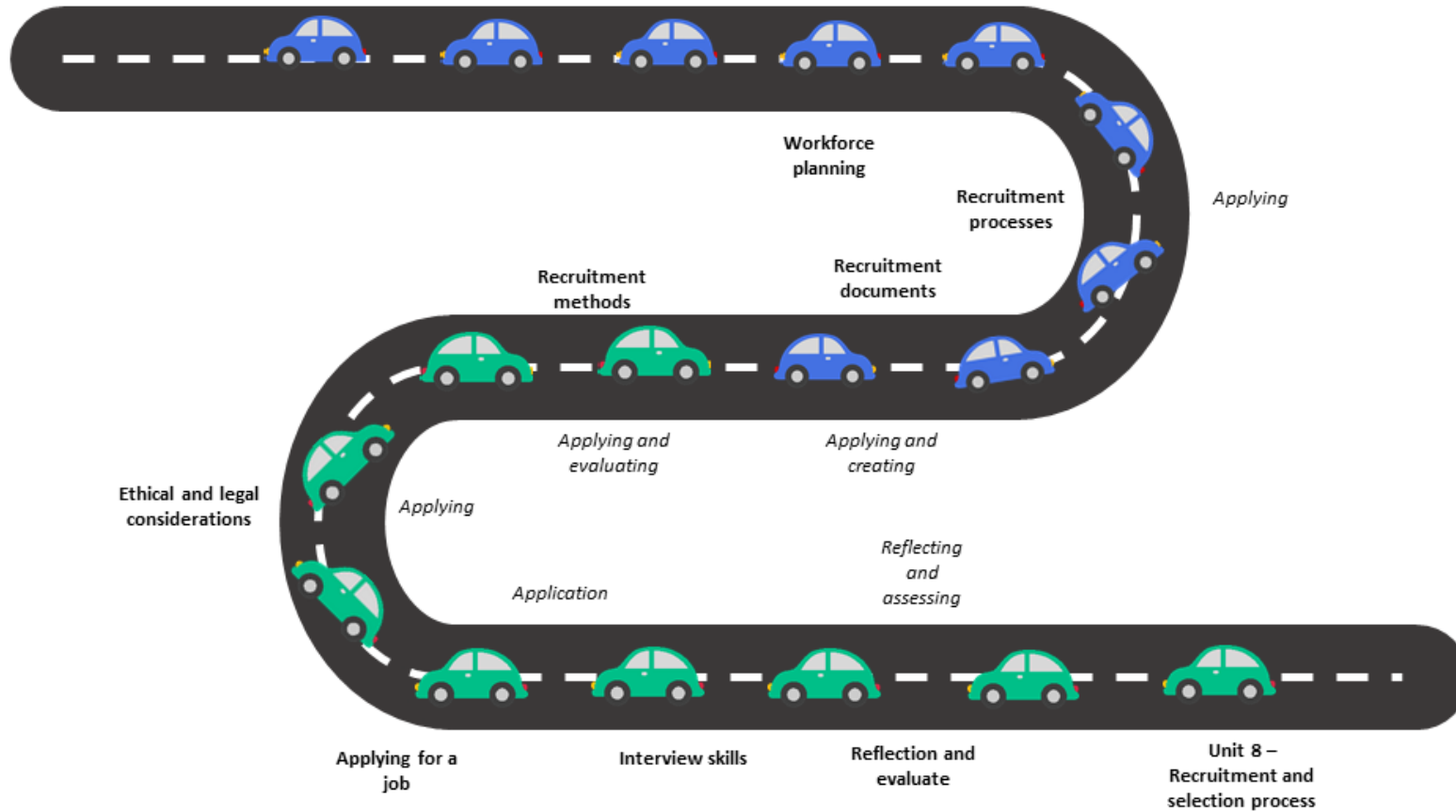
**BTEC National
Business years
12 and 13**

Business Curriculum Roadmap



Unit 8 Recruitment and selection process

Examine



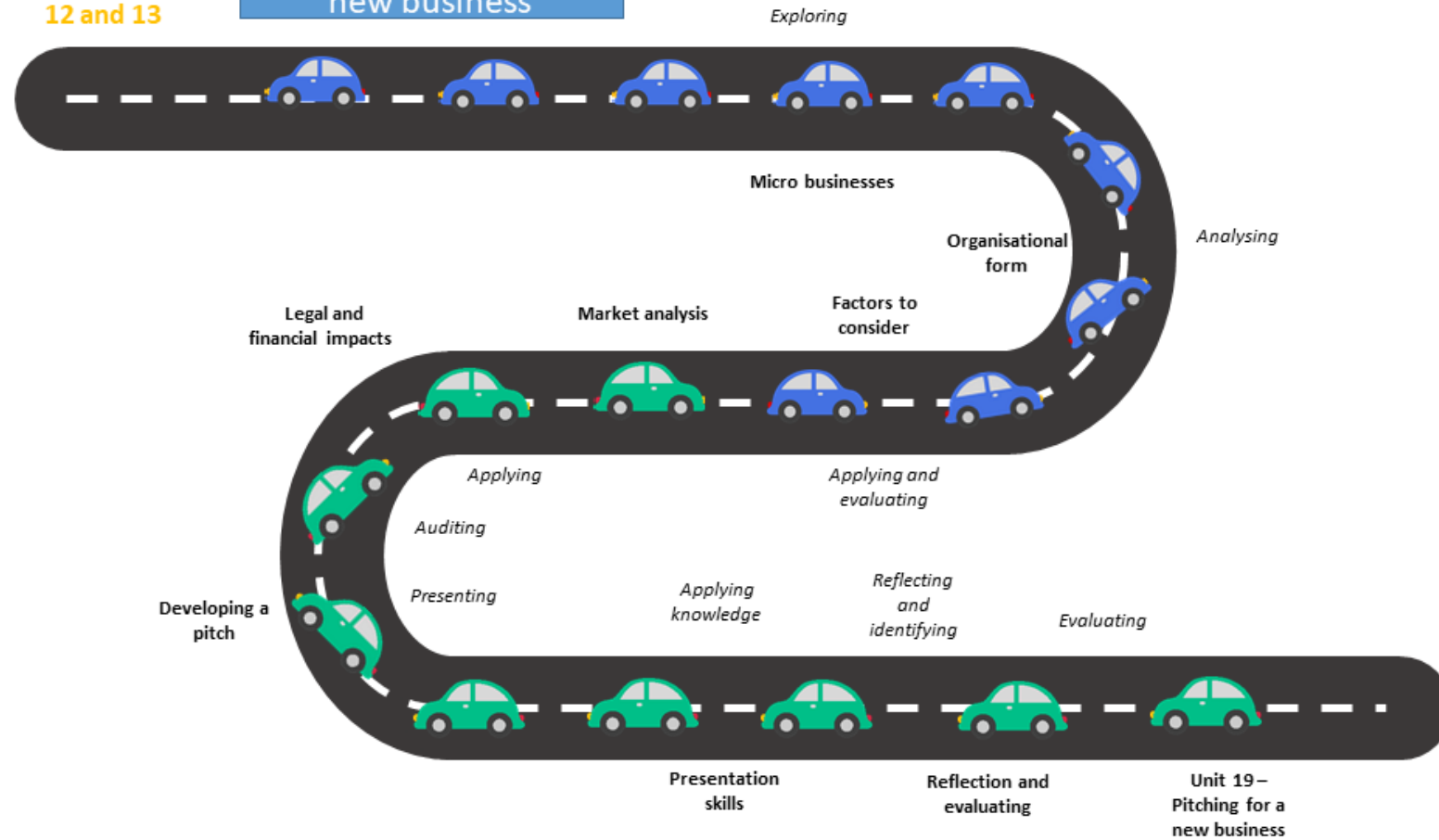


Business Curriculum Roadmap



**BTEC National
Business years
12 and 13**

**Unit 19 – Pitching for a
new business**



Curriculum Intent

“The business curriculum will enable students to understand the mechanisms that will affect their economic lives. Also, how events of the world can help them inform choices about their own lives and give them skills and tools to be enterprising and to be based on real world examples. To help students make informed choices about their future and to understand how businesses try to affect them.”

SIMPLY: to make the business content relevant and engaging and nurture enterprising qualities in students.

Year 11 Business BTEC Assessment Map

BTEC TECH AWARD in Enterprise



Programme Title	BTEC TECH AWARD in Enterprise									
Unit or Component No & Title	Assignment Title	Targeted Learning Aim/s or Assessment Criteria	Internal Verification of Assignment Brief Date	Assignment Hand Out Date	Assignment Hand in Date or External Assessment Date	Internal Verification of Assessment Decisions Date	Planned Resubmission Date*	Internal Verification of Resubmission Date	Assessor Name	Internal Verifier Name
Year 11										
3	1. Why local businesses are successful - with focus on one business	D1, M1, P1, P2, level 1 merit, level 1 pass 1, level 1 pass 2	10th September	October 15th	8th November 2021	10th November	18th November	21st November	Mills	Potter
3	2. Market research	D2, M2, P3, level 1 pass 1, level 1 merit	10th September	December 5th	16th December	5th January	15th January	16th January	Mills	Potter
3	3. Enterprises - success or failure?	D3, M2, P4, P5, level 1 P4, level 1 P5 level 1 M4, level 1 M5	10th September	January 30th	20th February	21st February	2nd March	3rd March	Mills	Potter

HALF TERM 1.1 Sep - Oct	Learning Aim A	Learning Aim A	Learning Aim A	Learning Aim A
TOPIC (S)	A1: What is an enterprise	A2 Types and Characteristics of SME	A3 The purpose of enterprises	A4 Entrepreneurs
Knowledge & Skills development	Be able to explain what an enterprise is and how are they successful Definition of SME Characteristics of SME Describe the aims of an enterprise and the pressures they face Discuss the types of products and services they offer What are the characteristics of an entrepreneurs Skills for success			
Assessment / Feedback Opportunities	Classroom activity - Class Discussion - Questioning pupils – verbal feedback – CW assessment			
Cultural Capital	<ul style="list-style-type: none"> • Understanding of entrepreneurs • Characteristics to be successful in business • How to develop own business 			
SMSC / Promoting British Values (Democracy, Liberty, Rule of Law, Tolerance & Respect)	<ul style="list-style-type: none"> • Listening to others • Responding suitable in discussions • Taking part in group activities 			
Reading opportunities	Self-Made: Definitive guide to business startup success The new business road test Brand Brilliance 100 things successful people do Any autobiography from successful entrepreneur (Steve Jobs, Arianna Huffington, Richard Branson, Warren Buffett, Bill Gates, Duncan Bannatyne)			
Key Vocabulary	Goods – Services – Enterprises – Competition – Customers – retaining – Customer service – Reputation – Innovation – Micro – Small – Medium – Sole trader – Partnership – Ltd – Profit – Surviving – Expanding – Maximising Sales – Characteristics – Interpersonal – Communication			
Digital Literacy	Use of technology Digital research methods Use of range of software			
Careers	Business adviser – Business analyst – Business development manager – Entrepreneur			

HALF TERM 3.2 Jun – Jul	Component 1 Learning Aim B	Component 1 Learning Aim B	Component 1 Learning Aim B
TOPIC (S)	B2 Using market research to understand customers	B3 Understanding competitors	Assignment
Knowledge & Skills development	Be able to explain the different types of market research business use	Assess how enterprises adapt and understand competitor behaviour	Application of knowledge to a given scenario
Assessment / Feedback Opportunities	Classroom activity - Class Discussion - Questioning pupils – verbal feedback – CW assessment		CW assessment
Cultural Capital	<ul style="list-style-type: none"> • Understanding of entrepreneurs • Characteristics to be successful in business • How to develop own business 		
SMSC / Promoting British Values (Democracy, Liberty, Rule of Law, Tolerance & Respect)	<ul style="list-style-type: none"> • Listening to others • Responding suitable in discussions • Taking part in group activities 		
Reading opportunities	Self-Made: Definitive guide to business startup success The new business road test Brand Brilliance 100 things successful people do Any autobiography from successful entrepreneur (Steve Jobs, Arianna Huffington, Richard Branson, Warren Buffett, Bill Gates, Duncan Bannatyne)		
Key Vocabulary	Rapid response – After-sales care - Demographic - Qualitative – Quantitative – Primary research – Secondary research – Competitors – USP		
Digital Literacy	Use of technology Digital research methods Use of range of software		
Careers	Business adviser – Business analyst – Business development manager – Entrepreneur		

HALF TERM 1.1 Sep - Oct	Component 1 Learning Aim C	Component 1 Learning Aim C	Component 1 Learning Aim C	Component 1 Learning Aim C	Component 1 Learning Aim C
TOPIC (S)	C1 Internal factors	C2 External factors	C3 Situational analysis	C4 Measuring success of an SME	Assignment
Knowledge & Skills development	Evaluate how internal factors contribute to a successful enterprise Evaluate how external factors contribute to a successful enterprise Understand the use of PEST and SWOT Describe the methods of measuring success and the skills for success				Application of knowledge to a given scenario
Assessment / Feedback Opportunities	Classroom activity - Class Discussion - Questioning pupils – verbal feedback				Coursework
Cultural Capital	<ul style="list-style-type: none"> • Understanding of entrepreneurs • Characteristics to be successful in business • How to develop own business 				
SMSC / Promoting British Values (Democracy, Liberty, Rule of Law, Tolerance & Respect)	<ul style="list-style-type: none"> • Listening to others • Responding suitable in discussions • Taking part in group activities 				
Reading opportunities	Self-Made: Definitive guide to business startup success The new business road test Brand Brilliance 100 things successful people do Any autobiography from successful entrepreneur (Steve Jobs, Arianna Huffington, Richard Branson, Warren Buffett, Bill Gates, Duncan Bannatyne)				
Key Vocabulary	Market – Customer satisfaction – Marketing – SWOT – PEST – Market share				
Digital Literacy	Use of technology Digital research methods Use of range of software				
Careers	Business adviser – Business analyst – Business development manager – Entrepreneur				

HALF TERM 3	Until Exam
TOPIC (S)	All coursework must be completed by May and sent to moderation by end of May Second submission of coursework is available for end of June if moderation requires second sample. Students will complete revision for their upcoming examination. This will be dynamic in delivery and content depending on the needs of the pupils and performance in mocks and assessments.
Knowledge & Skills development	Ensure all coursework complete by deadlines Content of the exam paper How questions will be structured Approaches on how to answer the different style of questions Approaches by examiners to marking
Assessment / Feedback Opportunities	Retrieval activates - Class Discussion - Questioning pupils – Verbal feedback – Exam questions