

BCT KS5 Curriculum Intent, Implementation and Impact Overview

Year: 12 BTEC Business						
INTENT (including key concepts and skills)	Half Term 1 Context: U1: Explore the features of different businesses and analyze what makes them successful U1: Investigate how businesses are organized Key Vocabulary: Stakeholders, structure, aims, communication, objectives. Prior Learning/LTM: GCSE Business Theme 1 (Dynamic Nature of Business) Cultural Capital: Technology trends/issues. Geographic location of businesses. Numeracy Links Sales Revenue, Costs, Gross Profit, Net Profit.	Half Term 2 Context: U1: Examine the environment in which businesses operate U1: Examine business markets Key Vocabulary: External, internal, competitive environment, situational analysis, market structure, demand, supply, price. Prior Learning/LTM: GCSE Business Theme 2 (Marketing Mix) Cultural Capital: Technology trends/issues. Geographic location of businesses. Numeracy Links Sales Revenue, Costs, Gross Profit, Net Profit.	Half Term 3 Context: U1: Investigate the role and contribution of innovation and enterprise to business success U2: Demonstrate knowledge and understanding of marketing principles, concepts, processes, key terms, data sources and definitions Key Vocabulary: Innovation, enterprise, demand, mass market, niche market, diversification, brand awareness and loyalty, market segmentation, brand image, brand personality, branding, USP, culture, size, PESTLE. Prior Learning/LTM: GCSE Business Theme 2 (Operations, Lean/Mass Production). Cultural Capital: Technology trends/issues. Geographic location of businesses. Numeracy Links Sales Revenue, Costs, Gross Profit, Net Profit.	Half Term 4 Context: U1: Investigate the role and contribution of innovation and enterprise to business success U2: Analyze marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing campaigns Key Vocabulary: Innovation, enterprise, target markets, structure, trends, primary research, secondary research, validity, reliability, quantitative data, qualitative data, extraction, product life cycle. Prior Learning/LTM: GCSE Business Theme 2 (Innovation & Production). Cultural Capital: Technology trends/issues Numeracy Links	Half Term 5 Context: U1: Investigate the role and contribution of innovation and enterprise to business success U2: Evaluate evidence to make informed judgements about how a marketing campaign should be planned, developed and adapted in light of changing circumstances Key Vocabulary Innovation, enterprise, product development, packaging, branding, pricing strategies, penetration & skimming, sponsorship, place, SWOT, pestle. Prior Learning/LTM GCSE Business Theme 2 (Operations, Lean/Mass Production). GCSE Business Theme 2 (Marketing Mix) Cultural Capital: Technology trends/issues Numeracy Links	Half Term 6 Context: U1: Investigate the role and contribution of innovation and enterprise to business success U2: Be able to develop a marketing campaign with appropriate justification, synthesising ideas and evidence from several sources to support arguments Key Vocabulary: Innovation, enterprise, budget, legal, ethical, implications, product development, packaging, branding, pricing strategies, penetration & skimming, sponsorship, place, SWOT, pestle. Prior Learning/LTM GCSE Business Theme 2 (Operations, Lean/Mass Production). GCSE Business Theme 2 (Marketing Mix) Cultural Capital: Technology trends/issues Numeracy Links
To be able to explore different businesses by assessing their current state and performance, along with ownership structure.	X	X	X	X	X	X
Discuss and explore the organisation of several businesses.	X	X	X	X	X	X
Develop and understand a wide range of external factors that can impact on business operations.		X	X	X	X	X
Develop and understand a wide range of business markets.	X	X	X	X	X	X
Identify the role of innovation and enterprise to securing business success.			X	X	X	X
Identify, develop and gain understanding of marketing principles & concepts.			X	X	X	X
Identify, develop and gain understanding of marketing aspects in regards to planning, developing and creating materials.				X	X	X

To be able to develop an appropriate marketing campaigns with effective materials.					X	X
To be able to fully evaluate marketing campaigns and assess the impacts on business performance.					X	X
Apply knowledge of current social issues and artistic culture.	X	X	X	X	X	X
Respond to extended texts from a range of authentic sources.	X	X	X	X	X	X
IMPACT	Assessment 1: AOs in assignments, Prep Checks, Extended Writing. Progression to Post 18: Employment in Business, University courses linked to Business and International Management.	Assessment 1: AOs in assignments, Prep Checks, Extended Writing. Progression to Post 18: Employment in Business, University courses linked to Business and International Management.	Assessment 1: AOs in assignments, Prep Checks, Extended Writing. Progression to Post 18: Employment in Business, University courses linked to Business and International Management.	Assessment 1: AOs in assignments, Prep Checks, Extended Writing. Progression to Post 18: Employment in Business (Operations), University courses linked to Business and International Management.	Assessment 1: AOs in assignments, Prep Checks, Extended Writing. Progression to Post 18: Employment in Business (Operations), University courses linked to Business and International Management	Assessment 1: AOs in assignments, Prep Checks, Extended Writing. Progression to Post 18: Employment in Business (Operations), University courses linked to Business and International Management