



Computer Science, IT, Business and Digital Media Department

Long-term sequencing Year 12 Cambridge Technical Level 3 Business Studies

CURRICULUM INTENT: High quality pedagogy to develop students’ knowledge and understanding of working in business, how businesses operate and the business environment within the work place, and to allow students the opportunity to develop as enterprising individuals making balanced and structured arguments (“Think like an entrepreneur”); In-depth identification of how to achieve Merit and distinction tasks in Unit 4 to build upon prior achievements; Raise value added score for overall qualification by providing support to learners who may be resitting examination units; Pupil Ownership of their progress whilst making full use of independent study time; Providing support to close any attainment gaps that are identified; ensuring that opportunities for numeracy (especially in Unit 11) and literacy are fully explored; to equip students with the skills to apply knowledge and understanding to contemporary business issues in local, national and global contexts, including ethical, cultural and spiritual aspects of these.

<p>HALF TERM 1: STUDENTS MUST KNOW: Unit 2 – Working in Business LO1- Understand protocols to be followed when working in business LO2- Understand factors that influence the arrangement of business meetings LO3- Be able to use business documents</p> <p>HOW THIS WILL BE ASSESSED: Quick-start activities focused on knowledge recall. Demonstration of understanding through practical activities (LO2 and LO3) LO1, LO2, LO3 topic assessments.</p>	<p>HALF TERM 2: STUDENTS MUST KNOW: Unit 2 – Working in Business LO4 - Be able to prioritise business tasks LO5 - Understand how to communicate effectively with stakeholders</p> <p>HOW THIS WILL BE ASSESSED: Retrieval activities focused on LO1-LO3. LO4, LO5 topic assessments. Unit 2 - Mock Papers Learning Review Week 1 Unit 2 Exam – 11 January</p>	<p>HALF TERM 3: STUDENTS MUST KNOW: Unit 1 – The Business Environment LO1- Understand different types of businesses and their objectives LO2 - Understand how the functional areas of businesses work together to support the activities of businesses LO3 - Understand the effect of different organisational structures on how businesses operate LO4 - Be able to use financial information to check the financial health of businesses</p> <p>HOW THIS WILL BE ASSESSED: Use of mini whiteboards and calculation sheets to assess understanding of LO4. LO1, LO2, LO3, LO4, LO5, LO6 topic assessments.</p>
<p>HALF TERM 4: STUDENTS MUST KNOW: Unit 1 – The Business Environment LO5 - Understand the relationship between businesses and stakeholders LO6 - Understand the external influences and constraints on businesses and how businesses could respond LO7 - Understand why businesses plan LO8 - Be able to assess the performance of businesses to inform future business activities</p> <p>HOW THIS WILL BE ASSESSED LO5, LO6, LO7, LO8 topic assessments.</p>	<p>HALF TERM 5: STUDENTS MUST KNOW: Unit 4 – Customer and Communication (Coursework) P1: Explain who the customers of a specific business are and what influences their behaviour. P2: Describe actions that a specific business has taken in response to the differing needs of its customers. P3: Explain the range of customer services a specific business provides and how each area of the business has responded to the need to provide customer service. M1: Analyse the benefits to a specific business and to its customers of maintaining and developing customer service</p>	<p>HALF TERM 6: STUDENTS MUST KNOW: Unit 4 – Customer and Communication (Coursework) D1: Recommend and justify changes to the customer service provided by a specific business in order to improve the customer experience. P4: Assess whether or not the form, style and layout of different communications are suitable for the intended audience and purpose. P5: Summarise the corporate standards and corporate profile of a specific business and explain their importance to that business.</p>

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<p>Recall, Recap and Refocus on Unit 1 <i>*Resit students if needed</i> Recall, Recap and Refocus on Unit 2* Mock Papers with Mark Schemes</p>	<p>HOW THIS WILL BE ASSESSED: Through the production of coursework Pass, Merit and Distinction Tasks</p>	<p>M2: Explain how a specific business manages its corporate profiles through media activity P6: Demonstrate non-verbal and verbal skills when communicating with a specific customer. P7: Explain the importance of listening skills in building a rapport with specific customers. M3: Review own use of non-verbal and verbal skills when communicating with a specific customer and suggest improvements</p> <p>HOW THIS WILL BE ASSESSED: Through the production of coursework Pass, Merit and Distinction Tasks</p>
<p>Home Learning will consist of a combination of: Independent retrieval activities including the use of worksheets, knowledge organisers, key vocabulary, past papers, exam paper walkthroughs, low stakes quizzes and the use of online resources to aid revision and retrieval.</p>		