

Ursuline College Curriculum Implementation: Business Studies (Year 12)



Curriculum Intent	<i>'I have come so that they may have life and have it to the full.'</i> John 10: Chapter 10. V 10	
	Inspired by the Gospel values of love, joy, and compassion, we nurture and develop the whole child so that each unique individual grows in confidence and has the knowledge and skills to enable them to achieve their true potential.	
	Business Studies provides transferable skills allowing students a smooth transition from an educational environment to a work environment, by providing an insight to a multitude of business sectors and departments. The department aims to teach learners who choose this as a subject option, a range of life skills including enhancing team working, problem solving, independent learning and communication skills whilst instilling confidence in our students to make themselves stand out in a competitive working environment. Students will take a proactive part in their studies by maintaining a good understanding of current affairs and applying this to their studies on the impact of the external environment on business. Business Studies will also nurture their creative side in developing marketing and promotional campaigns, planning and pitching a business idea whilst also developing their financial acumen when it comes to understanding personal finance in the form of; mortgages, lending, savings and investments.	
	Respecting each other, helping each other and bearing with each other: Getting better never stops.	
Year 12 Intent	In this curriculum, learners will study the units of work that allow them to gain the Level 3 Certificate in Business. In this curriculum 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 as well as gaining skills relating to, and an understanding of, how a marketing campaign is developed and they will be asked to complete a marketing campaign for a set business as part of their three hour controlled assessment.	
Exam Board & Specification	Pearson https://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html	
	Cycle 1	
	Term 1 2.9.26 – 23.10.26 7 weeks	Term 2 2.11.26 – 18.12.26 7 weeks
Focus & Skills (Inc paper/ unit focus)	Unit 1: Exploring Business Learning Aim E: Investigate the role and contribution of innovation and enterprise to business success. Unit 2: Developing a Marketing Campaign AO1: Demonstrate knowledge and understanding of marketing principles, concepts, processes, key terms, data sources and definitions	Unit 1: Exploring Business Learning Aim A: Explore the features of different businesses and analyse what makes them successful. Unit 2: Developing a Marketing Campaign AO2: Analyse marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing campaigns

Links to CST	Preferential option for the poor and vulnerable: In learning about innovation, enterprise and marketing, students consider how businesses can use creativity and enterprise to address poverty and inequality. They explore how products, services and marketing campaigns can respond to genuine human need, making essential goods and opportunities more accessible to those who are disadvantaged.	
Explicit Skill Content	Unit 1: Exploring Business Learners will: Investigate the role and contribution of innovation and enterprise to business success. Learners can: • Explore how innovation and enterprise contribute to the success of a business. • Analyse how successful the use of innovation and enterprise has been for a given business. • Justify the use of innovation and enterprise for a business in relation to its changing market and environment. Unit 2: Developing a Marketing Campaign Learners will: understand the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign by being able to: • Understand the purpose and principles of marketing • Identify a range of marketing aims and objectives • Know the difference between niche and mass markets • Understand how markets can be segmented • Evaluate branding • Describe the impact of internal and external factors on marketing	Unit 1: Exploring Business Learners will: Explore the features of different businesses and analyse what makes them successful Learners can: • Understand the features of different types of businesses including size, ownership, liability, sector, purpose and scope. • Understand the role and influence of both internal and external stakeholders and explain their impact on a business's success. • Understand and evaluate the effectiveness communication methods within a business. Unit 2: Developing a Marketing Campaign Learners will: understand how information is used to develop a rationale for a marketing campaign by being able to: • Describe the purpose of researching information to identify the needs and wants of customers. • Understanding a range of market research methods and their use including Primary, Secondary, internal, external, quantity and quality. • Develop a rationale by interpreting, analysis and use of data and other information to make valid marketing decisions.
Homework	Unit 1 – Learning Aim E – assignment activity sheets Unit 2 – Topic based tasks Developing a marketing campaign	Unit 1 – Learning Aim E – assignment activity sheets Unit 2 – Topic based tasks Developing a marketing campaign
Assessment	• Regular use of R&Rs to assess prior learning • Peer/self-assessment • Exam Practice Questions • Independent work: Study and homework	• Regular use of R&Rs to assess prior learning • Peer/self-assessment • Exam Practice Questions • Independent work: Study and homework

Disciplinary Literacy Vocab	Stakeholders, communication, contrasting, organisational structure, aims, objectives, internal environment, external environment, situational techniques, situational analysis, business environment, market structure, supply, demand, pricing, output, innovation, invention, enterprise	Marketing, profitability, demand, branding, brand image, USP, primary research, secondary research, internal research, external research, product life cycle, SWOT analysis, PESTLE analysis, product development, promotional activities, pricing strategies, penetration, skimming, competitors bases, cost plus, public relations, sponsorship, social media, personal selling, product placement, digital marketing, corporate image, distribution channels, retailers, wholesalers, marketing mix, product, price, place, promotion, people, physical environment, process, marketing message.
Texts/ Resources	Pearson BTEC National Business Student book 1 Assignments/resources set on TEAMS	Pearson BTEC National Business Student book 1 Assignments/resources set on TEAMS
Revision Material Sources	Pearson BTEC National Business Student book 1	Pearson BTEC National Business Student book 1
	Cycle 2	
	Term 3 4.1.27 – 12.2.27 6 weeks	Term 4 23.2.27 – 25.3.27 5 weeks
Focus & Skills (Inc paper/ unit focus)	Unit 1: Exploring Business Learning aim B: Investigate how businesses are organised Unit 2: Developing a Marketing Campaign AO3 Evaluate evidence to make informed judgements about how a marketing campaign should be planned, developed and adapted in light of changing circumstances	Unit 1: Exploring Business Learning aim C: Examine the environment in which businesses operate Unit 2: Developing a Marketing Campaign AO4 Be able to develop a marketing campaign with appropriate justification, synthesising ideas and evidence from several sources to support arguments
Links to CST	Preferential option for the poor and vulnerable: As students study the structure and aims of different business types and develop complete marketing campaigns, they consider how businesses can prioritise the needs of the most vulnerable in society. Learners explore how ethical decision-making, responsible leadership and honest marketing can improve access to goods, services and opportunities for those experiencing disadvantage, ensuring business success is balanced with social responsibility.	
Explicit Skill Content	Unit 1: Exploring Business Learners will: understand the varying structures of organisations by being able to: Identify organisations with hierarchical, flat, matrix and Holarctic structure.	Unit 1: Exploring Business Learners will: Examine the environment in which businesses operate by being able to: Understand and describe how a number of external factors will impact a business including: Political, Environmental, Social, Technological, Environmental and Legal.

- Understanding the Functional/operational areas of a business including human resources, research and development, sales, marketing, purchasing, production and quality, finance, customer service,
- IT, administration.
- Identify the aims of businesses in the private, public and not-for-profit sectors including their Mission, vision and values.
- Understand what SMART objectives are.

Unit 2: Developing a Marketing Campaign

Learners will:

Understand how to plan and developing a marketing campaign by being able to:

- Select appropriate marketing aims and objectives to suit business goals.
- Understand and use tools for Situational analysis including SWOT and PESTLE.
- Use research data to determine target market.
- Understand all elements that make up the marketing mix
- Use the
- Understand Product development including brand identity, packaging, the form and function of the product and stages of the product development life cycle.
- Identify a range of pricing strategies and make recommendations.
- Understand a wide range of promotion activities including promotional advertising, public relations (PR). Sponsorship, use of social and other media, guerrilla marketing, personal selling, product placement, digital marketing, corporate image.
- Know the advantages and disadvantages of a range of distribution channels, giving examples of the types of products that suit different channels and the target markets served by each channel.
- Understand the extended marketing mix and where people, processes and the physical environment fit into the mix.

- Understand the internal environment of an organisation including its corporate culture, Corporate Social Responsibility (CSR) and ethics.
- Identify competition within a market and factors that influence competitive advantage including the benefits of establishing and maintaining a competitive advantage.
- Complete situational analysis using various tools including PESTLE, SWOT analysis, 5 C's analysis and Porters Five Forces.

Unit 2: Developing a Marketing Campaign

Learners will:

Understand how to plan and developing a marketing campaign by being able to:

- Identify the content of the marketing message.
- Selection of an appropriate marketing mix.
- Selection of appropriate media.
- Allocation of the campaign budget.
- Timelines for the campaign, including monitoring.
- How the campaign is to be evaluated.
- Evaluate the appropriateness of marketing campaign
- How far the marketing activity reinforces and supports brand value.
- The sustainability of marketing activities.
- Flexibility of the campaign to enable response to both internal and external changes.
- Relevance to organisational goals.
- Appropriateness to target market.
- Legal and ethical considerations.

Homework	Unit 1 – Learning Aim C and D – assignment activity sheets Unit 2 – Topic based tasks Developing a marketing campaign	Unit 1 – Learning Aim C and D – assignment activity sheets Unit 2 – Topic based tasks Developing a marketing campaign
Assessment	- Regular use of RandR to assess prior learning - Exam Practice Questions - Peer/self-assessment - Independent work: Study and homework	- Regular use of RandR to assess prior learning - Exam Practice Questions - Peer/self-assessment - Independent work: Study and homework
Disciplinary Literacy Vocab	Marketing, profitability, demand, branding, brand image, USP, primary research, secondary research, internal research, external research, product life cycle, SWOT analysis, PESTLE analysis, product development, promotional activities, pricing strategies, penetration, skimming, competitors bases, cost plus, public relations, sponsorship, social media, personal selling, product placement, digital marketing, corporate image, distribution channels, retailers, wholesalers, marketing mix, product, price, place, promotion, people, physical environment, process, marketing message.	Stakeholders, communication, contrasting, organisational structure, aims, objectives, internal environment, external environment, situational techniques, situational analysis, business environment, market structure, supply, demand, pricing, output, innovation, invention, enterprise.
Texts/ Resources	Pearson BTEC National Business Student book 1 Assignments/resources set on TEAMS	Pearson BTEC National Business Student book 1 Assignments/resources set on TEAMS
Revision Material Sources	Pearson BTEC National Business Student book 1	Pearson BTEC National Business Student book 1
	Cycle 3	
	Term 5 12.4.27 – 28.5.27 7 weeks	Term 6 7.6.27 – 16.7.27 6 weeks
Focus & Skills (Inc paper/ unit focus)	Unit 1: Exploring Business Learning aim D: Examine business markets Unit 2: Developing a Marketing Campaign AO4 Be able to develop a marketing campaign with appropriate justification, synthesising ideas and evidence from several sources to support arguments	Unit 1: Exploring Business Completion of all Coursework Unit 3: Personal and Business Finance AO1 - Demonstrate knowledge and understanding of business and personal finance principles, concepts, key terms, functions and theories.
Links to CST	Preferential option for the poor and vulnerable: Understanding business markets and personal finance helps students recognise the importance of using wealth and resources to support those most in need. Learners examine how fair markets, ethical finance and responsible business decisions can reduce inequality, promote financial inclusion and ensure that economic success benefits the poorest members of society.	
Explicit Skill Content	Unit 1: Exploring Business Learners will Examine business markets by being able to:	Unit 1: Exploring Business

	- Understanding a range of market structures including the features such as number, freedom of entry and nature of product. - Describe the relationship between demand, supply and price including influences on demand and supply. - Understand and explain price elasticity. - Understand and describe the Impact on pricing and output decisions in different market structures including competition. Unit 2: Developing a Marketing Campaign Students will complete a practice assessment activity and use feedback given by teacher to prepare for external exam.	Learners will complete their coursework for unit one to meet the criteria for the relevant assessment criteria. Unit 3: Personal and Business Finance Learners will: A: Understand the importance of managing personal finance, including: - The functions of Money - Factors affecting the role of money - Planning expenditure and the common principles to be considered in planning personal finances. - The use of money as a payment method including the advantages and disadvantages of a variety of payment methods. - Different types, features, advantages and disadvantages, different services offered by types of current account. - The suitability of different borrowing, savings and investment products based on an individual's needs. - Comparing the risks and rewards of saving verses investment. - Understanding the features of a number of common insurance products.
Homework	Unit 1 – Learning Aim A and B – assignment activity sheets Unit 2 – Topic based tasks Developing a marketing campaign	Unit 1 – Learning Aim A and B – assignment activity sheets Unit 2 – Topic based tasks Developing a marketing campaign
Assessment	External Unit 2 Exam - 6th & 7th May 2027 - Regular use of RandR to assess prior learning - Exam Practice Question - Peer/self-assessment - Independent work: Study and homework	- End of Unit 1 Coursework will be assessed in line with exam board criteria at grades PASS/MERIT/DISTINCTION. - Exam Practice Questions - Study/Homework
Disciplinary Literacy Vocab	Marketing, profitability, demand, branding, brand image, USP, primary research, secondary research, internal research, external research, product life cycle, SWOT analysis, PESTLE analysis, product development, promotional activities, pricing strategies, penetration, skimming, competitors bases, cost plus, public relations, sponsorship, social media, personal selling, product placement, digital marketing, corporate image, distribution channels, retailers, wholesalers, marketing mix, product, price,	Debt, interest rates, exchange rates, bankruptcy, income, savings, insurance, cash, debit card, credit card, cheque, electronic transfer, direct debit, standing order, pre-paid cards, contactless cards, charge cards, store cards, mobile banking, Banker's Automated Clearing Services (BACS) Faster Payments Service (FPS), Clearing House Automated Payment System (CHAPS), current account, standard, packaged, premium, basic, student, overdraft, personal loan, hire purchase, mortgage, credit card, payday loan, ISA, deposit

	place, promotion, people, physical environment, process, marketing message.	account, premium bond, shares, pensions, home insurance, car insurance, contents insurance, pet insurance, health insurance
Texts/ Resources	Pearson BTEC National Business Student book 1 Assignments/resources set on TEAMS PEARSON WEBINAR – Live	Pearson BTEC National Business Student book 1 Assignments/resources set on TEAMS PEARSON WEBINAR – Live
Revision Material Sources	Pearson BTEC National Business Student book 1	Pearson BTEC National Business Student book 1