

SUBJECT:
CTEC Business Level 3



NESTON
HIGH SCHOOL

KS5 CURRICULUM PLAN
2020-21

KS4 Knowledge and key skills

YEAR 12	AUTUMN 1	AUTUMN 2	SPRING 1	SPRING 2	SUMMER 1	SUMMER 2
TOPIC	Unit 1 and Unit 2	Unit 1 and Unit 2	Unit 1 and Unit 5	Unit 1 and Unit 5	Unit 5	Unit 5
Knowledge	Unit 1: sectors of industry, types of ownership of business organisations, private and public sector, functional areas of a business Unit 2: protocols to be followed when working in a business, factors that influence the arrangement of business meetings	Unit 1: how business functions interrelate with other business functions Unit 2: how to communicate effectively with stakeholders	Unit 1: business structures and how they operate Unit 2: Exam Unit 5: the role of the marketing function within a business, how market research can benefit a business	Unit 1: stakeholders and their conflicting needs, the factors that comprise the external business environment, business planning Unit 5: how businesses measure the impact of their marketing activities, the constraints on marketing	Market research methods and tools, primary and secondary research	Assessing the validity of market research findings
Skills	Presentations, word processing, communication, research, digital literacy, employability	Presentations, word processing, communication, research, numeracy, employability	Market research, numeracy, financial analysis, employability	Market research, numeracy, financial analysis, employability, problem-solving	Evaluation, presentations, project management, problem-solving	Evaluation, presentations, project management, problem-solving
Key Vocab	primary, secondary, tertiary, public sector, private sector, sold trader, partnership, limited company, PLC, franchise, marketing, human resources, operations management, protocol, line manager, customer services, research and development, procurement, embezzlement, plagiarism, payment terms, budget, adverse variance, favourable variance, leasing, standing order, direct debit, direct report, interim deadline	primary, secondary, tertiary, public sector, private sector, sold trader, partnership, limited company, PLC, franchise, marketing, human resources, operations management, customer services, research and development, procurement, audience, consumables, stakeholder, press release	flat structure, hierarchical, centralised, matrix, span of control, directors, managers, supervisors, fixed costs, variable costs, revenue, cash flow, gross and net profit, break-even, statement of financial position, marketing, market, marketing objective, marketing strategy, competitors, market share, market analysis, marketing mix, market structure, market segmentation	stakeholder, social factors, technological factors, economic factors, environmental factors, political factors, legal factors, ethical factors, constraints, legal constraints, voluntary constraints, ethical and cultural constraints, financial constraints, technical constraints	market research, secondary research, primary research, internal source, external source, market research proposal	reliability, validity, quantitative analysis

Key Knowledge Transfer

YEAR 13	SUMMER 2	SUMMER 1	SPRING 2	SPRING 1	AUTUMN 2	AUTUMN 1
TOPIC	Unit 17	Unit 17	Unit 17	Unit 17 and Unit 4	Unit 4	Unit 4
Knowledge	Not applicable, all knowledge needed will have been learnt previously, this term is for assignment completion and external verification	Not applicable, all knowledge needed will have been learnt previously, this term is for assignment completion and external verification	The difficulties and potential conflicts businesses face when implementing responsible business practices	How businesses operate responsibly, the importance of adopting responsible business practices. Review the impact of responsible business practices on different stakeholders	Who customers are and their importance to business, understand how to communicate with customers. The constraints and issues which affect the sharing, storing and use of information for business communications	Who customers are and their importance to business, understand how to communicate with customers
Skills	Report writing, time management, commercial awareness, project management	Report writing, time management, commercial awareness, project management	Research, time management, commercial awareness, project management	Communication, presentation, digital literacy, research, time management	Non-verbal and verbal skills, communication, presentation, teamwork	Non-verbal and verbal skills, communication, presentation, teamwork
Key Vocab	Copyright, Data Protection Act, Freedom of Information Act, Computer Misuse Act, Advertising Standards Authority, ethical values, corporate governance, living wage, sustainability corruption, code of conduct, social values, ethics, pressure group, public relations, business profile, insider trading	Copyright, Data Protection Act, Freedom of Information Act, Computer Misuse Act, Advertising Standards Authority, ethical values, corporate governance, living wage, sustainability corruption, code of conduct, social values, ethics, pressure group, public relations, business profile, insider trading	Copyright, Data Protection Act, Freedom of Information Act, Computer Misuse Act, Advertising Standards Authority, ethical values, corporate governance, living wage, sustainability corruption, code of conduct, social values, ethics, pressure group, public relations, business profile, insider trading, conflict of interest, dividend	Copyright, Data Protection Act, Freedom of Information Act, Computer Misuse Act, Advertising Standards Authority, ethical values, corporate governance, living wage, sustainability corruption, code of conduct, social values, ethics, pressure group, public relations, business profile, insider trading	External customers, internal customers, customer needs, customer expectations, customer service, explicit, implicit, body language, ice breakers, questioning	External customers, internal customers, customer needs, customer expectations, customer service, explicit, implicit, body language, ice breakers, questioning