

Curriculum Rationale and Overview (Scheme level)



Subject: CTEC Business

Year group: 13

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
National Curriculum context						
Scheme of Learning Title:	Unit 5: Marketing and market research. Unit 4: Customers and communication.	Unit 4: Customers and communication.	Unit 16: Principles of project management.	Unit 16: Principles of project management.	Unit 1: The business environment. Unit 2: Working in business.	
Content <i>What will students know?</i>	Unit 5: LO4: Be able to validate and present market research findings. Unit 4: LO1: Understand who customers are and their importance to businesses. LO2: Understand how to communicate with customers.	LO3: Be able to establish a rapport with customers through non-verbal and verbal communication skills. LO4: Be able to convey messages for business purposes. LO5: Know the constraints and issues which affect the sharing, storing and use of information for business communications.	LO1: Understand the stages of project management. LO2: Understand the skills project managers need to have.	LO3: Understand how and why projects are monitored and factors that influence a project. LO4: Be able to prepare project plans.	Revision and exam skills for resitting Unit 1 and 2 exams.	
<i>What will students understand?</i>	Unit 5: LO4: <ul style="list-style-type: none"> • How to prepare market research findings 	LO3: <ul style="list-style-type: none"> • Different types of non-verbal, verbal skills and listening skills. LO4:	LO1: <ul style="list-style-type: none"> • The stages of project management LO2:	LO3: <ul style="list-style-type: none"> • How and why projects are monitored • Factors that influence a project and 		

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	<ul style="list-style-type: none"> • How to validate market research findings • How to present findings clearly. <p>Unit 4:</p> <p>LO1:</p> <ul style="list-style-type: none"> • The different types of customers • What influences customer behaviour • Actions businesses may take to manage the customer experience • Why customer service is important. <p>LO2:</p> <ul style="list-style-type: none"> • How to consider the audience requirements when 	<ul style="list-style-type: none"> • How messages can be structured to convey messages • Types of verbal and written business communications • Other considerations for conveying messages for business purposes. <p>LO5:</p> <ul style="list-style-type: none"> • Different types of legal constraints • Ethical issues to consider with communications • Security issues to consider with communications. 	<ul style="list-style-type: none"> • The skills project managers need 	<p>which need monitoring.</p> <p>LO4:</p> <ul style="list-style-type: none"> • The components of a project plan • Project management tools. 		
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	<p>planning communication</p> <ul style="list-style-type: none">• The purposes of communication in business solutions• The advantages and disadvantages of various forms of communication• How to use appropriate business formats and styles for written communication layouts• The importance of corporate standards• The importance of managing corporate profile through media activity.					
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<p><i>What will students be able to do?</i></p>	<p>Unit 5:</p> <p>LO4:</p> <ul style="list-style-type: none"> ● Identify how to prepare market research findings ● Explain how to validate market research findings ● Identify and explain how to present findings clearly in a format appropriate to the data obtained and audience. <p>Unit 4:</p> <p>LO1:</p> <ul style="list-style-type: none"> ● Explain the different types of customers ● Identify and explain what influences customer behaviour 	<p>LO3:</p> <ul style="list-style-type: none"> ● Explain different types of non-verbal skills suitable for establishing a rapport with customers ● Explain different types of verbal skills suitable for establishing a rapport with customers ● Explain different listening skills suitable for establishing a rapport with customers. <p>LO4:</p> <ul style="list-style-type: none"> ● Identify ho messages can be structured ● Explain different types of verbal communication, written communication and other considerations to be able to convey 	<p>LO1:</p> <ul style="list-style-type: none"> ● Identify and explain the stages of project management. <p>LO2:</p> <ul style="list-style-type: none"> ● Identify and explain the skills project managers need. 	<p>LO3:</p> <ul style="list-style-type: none"> ● Identify and explain how and why projects are monitored ● Identify and analyse factors that influence a project and which need monitoring. <p>LO4:</p> <ul style="list-style-type: none"> ● Identify and explain the components of a project plan ● Identify and explain different project management tools that can be used. 		
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	<ul style="list-style-type: none"> ● Identify and explain the actions businesses may take to manage the customer experience ● Explain the importance of customer service. <p>LO2:</p> <ul style="list-style-type: none"> ● Explain the different ways to and importance of meeting audience requirements when planning communication ● Identify and explain the purposes of communication in business situations ● Explain the advantages and disadvantages of various 	<p>messages for business purposes.</p> <p>LO5:</p> <ul style="list-style-type: none"> ● Identify and explain the legal constraints which affect the sharing, storing and use of information for business communication ● Identify and explain the ethical issues which affect the sharing, storing and use of information for business communications ● Identify and explain the security issues which affect the sharing, storing and use of information for business communications. 				
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	<p>forms of communication</p> <ul style="list-style-type: none"> • demonstrate how to use appropriate business formats and styles for written communication • Identify and explain the importance of corporate standards • Explain the importance of managing corporate profile through media activity. 					
How will they be formally assessed?	Internally assessed coursework unit. Work will be marked against the marking grids from the exam board.	Internally assessed coursework unit. Work will be marked against the marking grids from the exam board.	Internally assessed coursework unit. Work will be marked against the marking grids from the exam board.	Internally assessed coursework unit. Work will be marked against the marking grids from the exam board.		
Blended Learning Opportunities (yr 7 & 8)						

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<p>Literacy/Numeracy/ Personal Development</p>	<ul style="list-style-type: none"> • New terminology • Extended writing. 	<ul style="list-style-type: none"> • New terminology • Extended writing. 	<ul style="list-style-type: none"> • New terminology • Extended writing. 	<ul style="list-style-type: none"> • New terminology • Extended writing. 		
<p>Links to Prior learning</p>	<p>Marketing and communication were covered in GCSE Business. However, they are covered in greater detail as well as new information is introduced for the CTEC qualification.</p>	<p>Communication was covered in GCSE Business. However, they are covered in greater detail as well as new information is introduced for the CTEC qualification.</p>				