

Saffron Walden County High School Curriculum

CURRICULUM SUMMARY



SAFFRON WALDEN
COUNTY HIGH SCHOOL

Year 12		AUTUMN TERM		SPRING TERM		SUMMER TERM	
		TERM 1A	TERM 1B	TERM 2A	TERM 2B	TERM 3A	TERM 3B
Social Sciences – CTEC Business Level 3	<p>KNOWLEDGE DOMAIN</p> <p>Single Award</p>	<p>Unit 1: The Business Environment Understand different types of businesses and their objectives Understand the relationship between businesses and stakeholders</p> <p>Unit 5: Marketing & Market Research Understand the role of marketing in businesses: the marketing function, benefits of market analysis, measuring the impact of marketing</p>	<p>Unit 1 Be able to use financial information to check the financial health of businesses Determining appropriate sources of finance for businesses</p> <p>Unit 5 Know the constraints on marketing Be able to carry out market research for business opportunities</p>	<p>Unit 1 Understand how the functional areas of businesses work together to support the activities of businesses Understand the effect of different organisational structures on how businesses operate Understand the external influences and constraints on businesses and how businesses could respond</p> <p>Unit 5 Be able to carry out market research for business opportunities Be able to validate and present market research findings</p>	<p>Unit 1 Understand why businesses plan Be able to assess the performance of businesses to inform future business activities</p> <p>Unit 5 Be able to validate and present market research findings</p>	<p>Unit 1 Conduct research on the pre-release research theme</p> <p>Mock exam</p> <p>Revision</p> <p>Unit 1 Exam</p>	<p>Unit 4 Customers and Communication Understand who customers are and their importance to businesses Understand how to communicate with customers – listening skills Convey messages for business purposes</p>
	<p>SKILLS DEVELOPED THROUGH THE KNOWLEDGE AND ENQUIRIES TAUGHT THIS HALF TERM</p> <p>Single Award</p>	<p>Application of knowledge to a case study or real life business Research and note taking from sources Analysis of a business situation Evaluation: making balanced judgement</p>	<p>Calculate, manipulate and interpret break-even, cash flow, income statements and statements of financial position Construct and interpret break even graph</p>	<p>Critical analysis of models Research and note taking from sources Analysis of a business situation Evaluation: making balanced judgement Interpretation and presentation of research</p>	<p>Use and interpret quantitative and non-quantitative information in order to make decisions Application & analysis of concepts and models to business situations Evaluation: making balanced judgements</p>	<p>Research and interpretation of data</p>	<p>Research Listening Presentation</p>

			Application & analysis of concepts and models to business situations Evaluation: making balanced judgements Conducting market research		Presentation Methods		
<p>KNOWLEDGE DOMAIN</p> <p>Double Award (Students also complete the Single award units above)</p>	<p>Unit 16 Principles of Project Management Understand the skills project managers need to have Understand the stages of project management</p> <p>Unit 4 Customers and Communication Understand who customers are and their importance to businesses</p>	<p>Unit 16 Principles of Project Management Understand how and why projects are monitored and factors that influence a project Be able to prepare project plans</p> <p>Unit 4 Customers and Communication Understand how to communicate with customers Know the constraints and issues which affect the sharing, storing and use of information for business communications Be able to convey messages for business purposes</p>	<p>Unit 16 Principles of Project Management Understand the factors that influence, and present a risk to, a project, how they can be mitigated and the impact if contingencies have to be implemented Understand the effectiveness of the methods used for monitoring a project</p> <p>Unit 4 Customers and Communication Be able to establish a rapport with customers through non-verbal and verbal communication skills Be able to convey messages for business purposes</p>	<p>Unit 2 Working in Business Understand protocols to be followed when working in business Understand factors that influence the arrangement of business meetings Be able to use business documents Be able to prioritise business tasks</p> <p>Unit 4 Customers and Communication Recommend and justify changes to customer service Justify how to adapt the structure, method of delivery and any other considerations to convey a business message for differing audience requirements</p>	<p>Unit 2 Working in Business Understand how to communicate effectively with stakeholders</p> <p>Revision</p> <p>Unit 2 Exam</p>	<p>Unit 6 Understand the purpose of marketing strategies</p>	
<p>SKILLS DEVELOPED THROUGH THE KNOWLEDGE AND ENQUIRIES TAUGHT THIS HALF TERM</p> <p>Double Award</p>	<p>Research and analysis Selecting information for a purpose</p>	<p>Assessment of fitness for purpose of documents Research and analysis Selecting information for a purpose Team work Problem Solving Communication Budgeting</p>	<p>Communication skills in a variety of situations – verbal, non-verbal and written Adaptations required to communicate to different audiences Critical analysis of own performance Customer service Presentation for different audiences Listening</p>	<p>Research and analysis Evaluation: making recommendations based on evidence Justification of decisions based on analysis</p>	<p>Revision Staying Positive</p>		