

### The Professional Pathway Business Curriculum Vision at AJK

#### **The reasons all students should learn or study Professional Pathway Business at AJK (BTEC Business L3 Extended Diploma):**

The subject prepares students for the world of work and provide a good starting point for other qualifications that can be studied in the workplace.

Employers value the qualities that Professional Pathway Business students bring to the workplace e.g. organisation, time management, communication and research skills.

Universities value the independent study skills that students bring to their courses.

The subject is offered as an Extended Diploma which is a two-year, full-time course. It meets entry requirements in its own right for learners who want to progress to higher education courses in business areas, before entering employment.

The subject also helps learners who want to progress directly to employment in job roles in business or business management and Higher Apprenticeships in the business sector. At AJK, there is a work readiness subject added to the Professional Pathway Business course which makes it different from other schools.

#### **The core knowledge in Level 3 Business:**

Learners are able to demonstrate that they can identify and use effectively, in an integrated way, an appropriate selection of skills, techniques, concepts, theories and knowledge from across the whole sector to key tasks.

Being able to apply learning in realistic contexts using scenarios and realistic activities that permit to draw on and apply knowledge.

Learners experience the breadth and depth of the Business sector which prepares them for further study or training. There is opportunity to choose several topics from a selection of options reflecting the progression pathways in business.

This include the following areas: business environments, finance, marketing, international business, management.

The curriculum is structured to help students remember the core knowledge they learn. Knowledge from some previous units is interleaved in future units and so are revisited.

**Key ways students practice in Level 3 Business**

Use of case studies to complete questions (helps with writing in context)  
Short and long answer questions  
Recall of key business terminologies  
Recall of key word and meanings  
Quizzes

**The key skills required for Level 3 Business**

Ability to conduct research  
Ability to analyse, assess and evaluate  
Essay writing (for Course work)  
Communication & Teamwork  
Organisation (to meet deadlines)  
Ability to apply content in context

**Diversity and Inclusion**

“At ARK we aim to build a diverse and inclusive organisation where everyone – staff and students – can do their best work and achieve their full potential. We want to reflect and represent diverse perspectives across our organisation because we know that doing so will make us stronger and more effective”.

The curriculum supports our commitment to diversity and inclusion and provides scope to engage and enthuse all our students. We support students of all backgrounds, experiences, and protected characteristics to access and enjoy our aspirational curricula. Our inclusive approach to curriculum aims to widen participation and engagement with our subjects long after students have left school. As a result, our curricula help students to develop an understanding of how they relate to the subjects they are studying, and use this knowledge to appreciate, critique and, if they desire, change the world in which they live.

**Curriculum Content Overview – Year 12**

Autumn	Autumn/Spring		Summer	
Unit 1: Exploring Business - A1 Features of businesses A2 Stakeholders and their influence A3 Effective business communications B1 Structure and organisation B2 Aims and objectives C1 External environment C2 Internal environment C3 Competitive environment C4 Situational analysis  Unit 22: Market Research - A1 Purpose of market research A2 Types of research A3 Appropriateness of choice of research B1 Planning stage B2 Implementation stage Unit 3 - Personal and business finance - A1 Functions and role of money A2 Different ways to pay A3 Current accounts A4 Managing personal finance B1 Features of financial institutions B2 Communicating with customers B3 Consumer protection in relation to personal finance B4 Information guidance and advice	Unit 1: Exploring Business - D1 Different market structures D2 Relationship between demand, supply and price D3 Pricing and output decisions E1 Role of innovation and enterprise E2 Benefits and risks associated with innovation and enterprise Unit 22: Market research - C1 Statistical analysis and interpretation of primary and secondary research C2 Presentation of research results C3 Value of the information Unit 3: Personal and Business Finance - C1 Purpose of accounting C2 Types of income C3 Types of expenditure D1 Sources of finance E1 Cash flow forecasts E2 Break-even analysis	Unit 3 - Personal and Business Finance F1 Statement of comprehensive income F2 Statement of financial position F3 Measuring profitability F4 Measuring liquidity Unit 2: Developing a marketing Campaign - A1 The role of marketing A2 Influences on marketing activity B1 Purpose of researching information to identify the needs and wants of customers B2 Market research methods and use B3 Developing the rationale Unit 4: Managing an event - A1 Different tasks needed to be completed by an event organiser A2 Different skills needed by an effective event organiser A3 Common formats for skills audit collection B1 Different types of event, and the factors affecting success B2 Feasibility measures and critical success factors C1 Event planning and the use of planning tools C2 Factors to be considered, including budgets, resources and contingency planning	Unit 2: Developing a Marketing Campaign - C1 Marketing campaign activity C2 Marketing mix C3 The marketing campaign C4 Appropriateness of marketing campaign Unit 4 - Managing event - D1 Management of the event D2 Problem solving E1 Evaluation of the event E2 Review of personal skills development in the running of the event Unit 20: Investigating corporate social responsibility - A1 CSR issues and the impact on stakeholders A2 Environmental issues A3 Consumer protection issues A4 Supply chain and community issues A5 Methods of strengthening the CSR image of a business B1 Benefits of acting responsibly B2 Potential drawbacks from adopting a corporate socially responsible approach to business B3 The costs and benefits of seeking recognition from external bodies	Unit 20: Investigating Social responsibility - C1 CSR/social audits C2 Corporate governance and executive pay C3 Financial responsibilities C4 Employment and diversity policies C5 Help for communities Unit 21: Training and development A1 Training and development A2 Reasons for training A3 Identification of training needs B1 Types of training B2 Costs and benefits of training and development C1 Induction C2 Benefits of a good induction programme and costs of a poor induction programme C3 Developing an appropriate induction programme

**Curriculum Overview – Yr13**

Autumn	Spring	Summer
<p><b><u>Unit 6: Principles of Management -</u></b>            A1 Definitions of management and leadership            A2 Functions of management and leadership                A3 Business culture                B1 Management and leadership styles                B2 Management and leadership skills                  C1 Human resources (HR)                  C2 Human resource planning</p> <p><b><u>Unit 6: Principles of Management -</u></b>            D1 Motivation in the workplace            D2 Techniques to meet skills requirements                D3 Training and development                D4 Performance appraisal                  E1 Managing change                    F1 Quality                    F2 Developing a quality culture                F3 The techniques and tools of quality management                F4 The importance and benefits of quality management</p> <p><b><u>Unit 7: Business Decision Making</u></b>            A1 Business ideas            A2 Purpose and structure of a business                B1 Sources for data collection                B2 The use of business models to aid decision making                B3 Techniques to analyse data effectively for business purposes                B3 Techniques to analyse data effectively for business purposes                B4 Appropriate formats for decision making in a business context            B5 Software-generated information for decision making in a business -                C1 Types of research                C2 Competitor analysis                  C3 Trends                C4 Marketing plan                  D1 Legislation                  D2 Quality issues</p> <p><b><u>Unit 7: Business Decision Making</u></b>            E1 Human resources            E2 Physical resources            E3 Financial resources            F1 Creation and analysis of a sales forecast            F2 Create and interpret a cash flow forecast            F3 Creation and interpretation of a break-even chart            F4 Creation and interpretation of an income statement            F5 Creation and interpretation of a statement of financial position                G1 Ratio analysis                G2 Threats and 'what if' scenarios                G3 Contingency plan                  H1 Business skills            H2 Use IT skills to create appropriate documentation –</p> <p><b><u>Unit 8 - Recruitment and selection Process -</u></b>            A1 Recruitment of staff            A2 Recruitment and selection process            A3 Ethical and legal considerations in the recruitment process</p>	<p><b><u>Unit 8 - Recruitment and selection process -</u></b>            B1 Job applications            B2 Interviews and skills            C1 Review and evaluation            C2 SWOT analysis and action plan</p> <p><b><u>Unit 9 -Team Building in Business -</u></b>            A1 The difference between a group and a team            A2 Types and purposes of business teams            A3 Characteristics and benefits of an effective team                B1 Team-building techniques                B2 Theories of team development                B3 Causes of team conflict            C1 Being an effective team member            C2 Being an effective team leader</p> <p><b><u>Unit 5 -International Business -</u></b>            A1 International business            A2 Financing of international business            A3 Support for international business                B1 Globalisation                B2 International trading blocs                B3 Barriers to international business                  C1 External influences            C2 International business support systems</p>	<p><b><u>Unit 5 -International Business</u></b>            -            D1 Cultural factors            D2 Impact of cultural factors            E1 Strategies for operating internationally            E2 Resource considerations</p> <p><b><u>Unit 27 - Work Experience in Business -</u></b>            A1 Work-related learning            A2 Outcomes and benefits of work experience            A3 Planning for work experience                B1 Induction                B2 Role and tasks                B3 Working safely            C1 Learning from work placement            C2 Using feedback and setting goals</p>

Curriculum Overview – Yr10

Autumn	Spring	Summer
<p>Component 1: Exploring Enterprises</p>	<p>Component 1: Exploring Enterprises Component 3: Promotion and Finance for Enterprise</p>	<p>Component 3: Promotion and Finance for Enterprise</p>
<ul style="list-style-type: none"> <li>• What is an Enterprise?</li> <li>• Types and characteristics of small and medium enterprises               <ul style="list-style-type: none"> <li>• The purpose of enterprises                   <ul style="list-style-type: none"> <li>• Entrepreneurs</li> <li>• Customer needs</li> </ul> </li> </ul> </li> <li>• Using market research to understand customers               <ul style="list-style-type: none"> <li>• Understanding competitors</li> </ul> </li> </ul>	<p><b>Component 1: Exploring Enterprises</b></p> <ul style="list-style-type: none"> <li>• Internal factors</li> <li>• External factors</li> <li>• Situational analysis</li> <li>• Measuring the success of an SME</li> </ul> <p><b>Component 3: Promotion and Finance for Enterprise</b></p> <ul style="list-style-type: none"> <li>• Elements of the promotional mix and their purpose</li> <li>• Targeting and segmenting the market</li> <li>• Factors influencing the choice of promotional methods</li> </ul>	<ul style="list-style-type: none"> <li>• Financial documents               <ul style="list-style-type: none"> <li>• Payment methods</li> </ul> </li> <li>• Sources of revenue and costs</li> <li>• Terminology in financial statements</li> </ul>

Curriculum Overview – Yr11

Autumn	Spring	Summer
<p>Component 3 – Promotion and Finance for Enterprise</p> <p>C2 - Planning for and Pitching an Enterprise Activity</p>	<p>Component 2- Planning for and Pitching an Enterprise Activity</p>	<p>Component 2: Planning for and Pitching an Enterprise Activity</p>
<p><b>Component 3</b> - Statement of comprehensive income</p> <ul style="list-style-type: none"> <li>• Statement of financial position</li> <li>• Profitability and liquidity               <ul style="list-style-type: none"> <li>• Using cash flow data</li> <li>• Financial forecasting</li> </ul> </li> <li>• Suggesting improvements to cash flow problems</li> <li>• Break-even analysis and breakeven point               <ul style="list-style-type: none"> <li>• Sources of business finance</li> </ul> </li> </ul> <p><b>C2 - A1 Generating ideas for a micro-enterprise activity</b></p>	<p>A2 Plan for a micro-enterprise activity</p> <p>B1 Pitching a micro-enterprise activity</p>	<p>B2 Presenting a business pitch</p> <p>C1 Using feedback and review to identify possible changes to the pitch</p>