



# Imberhorne 6th Form Pathway 1

## Pathway 1

The Pathway 1 programme is for students who have achieved a minimum 3 x 3s at GCSE but have not met the entry requirements to study A level or Level 3 courses.

## Timetable

Students will be in school for timetabled lessons 4 days a week, Monday to Thursday. On Friday students are expected to complete work experience to help develop the employability skills needed once they leave education.

## Work experience

The emphasis is on the students to organise the work experience with support from the school. Taking personal responsibility is an important part of the process however if students are struggling to find a placement we can support them with this.

You can organise a placement through a parent/family friend as long as they have full insurance liability - or you can organise a placement with a company that you don't have links with.

We expect students to have their work experience confirmed and started by October half term. Staff will visit students in their work placement in December and again in May.

## What students will study?

- BTEC Level 2 Certificate in Business
- OCR Level 2 Cambridge Technical Certificate in Media
- Retake Mathematics (if applicable)
- Retake English Language (if applicable)

## BTEC Level 2 Certificate in Business

This course prepares students for today's fast-moving commercial world. Students will investigate how businesses operate and in particular the finance and communication aspects. Two units are external exams (computer based and written) the rest are internally assessed portfolio work.

## How are students assessed and graded?

This course is a mixture of coursework units and examined units (2 and 9). Students will submit their coursework for an interim deadline and will receive feedback with an opportunity to resubmit the work for the final deadline. Students have access to a tracker where they can see if a piece of work has met the assessment criteria or not.

Each unit achieves a mark of either Pass, Level 2 Pass, Merit or Distinction. Unit grades are then added up to give an overall course grade.

This course is the equivalent to two GCSE's.

## BTEC Business Level 2

### Unit 1 – Enterprise in the business world

In this unit students will know how trends and the current business environment may impact a business, plan for a new business idea and present a business model for a business start-up.

### Unit 2 – Finance for business (online exam)

In this unit students will understand the costs involved in the business and how businesses make a profit, how businesses plan for success and how businesses measure success and identify areas for improvement.  
Exam – November 2019

### Unit 3 – Promoting a brand

In this unit students will explore the use of branding and the promotional mix in business and develop and promote a brand for a business.

### Unit 4 – Principles of customer service

In this unit students will understand how businesses provide customer service and demonstrate appropriate customer service skills in different situations.

### Unit 5 – Personal selling

In this unit explore the role of sales staff and demonstrate personal selling skills and processes.

### Unit 8 – Recruitment and selection

In this unit students will know about job roles and functional areas in business, produce documentation for specific job roles and demonstrate interview skills and plan career development.

### Unit 9 – Principles of marketing (written exam)

In this unit students will explore the role of marketing in a business, consider how businesses use market research to make marketing decisions and explore the use of the marketing mix.  
Exam – Wednesday 8th January 2020

### Unit 13 – Financial forecasting and planning

In this unit students will demonstrate the use of breakeven analysis and cash flow forecasting in a business and investigate the use of budgets and budgetary control in a business.



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## OCR Level 2 Cambridge Technical Certificate in Media

This one year course is an ideal foundation for students, providing them with an understanding of the media through engagement with media products, production processes and technologies. It encourages application of practical and creative skills, whilst also developing an analytical approach. This is a practical and creative course which provides useful skills that transfer to the workplace.

### How are students assessed and graded?

This course is 100% course work and students upload their work onto a blog that can be accessed by subject teachers. Students have access to a tracker where they can see if a piece of work has met the assessment criteria or not. Each unit achieves a mark of either Pass, Level 2 Pass, Merit, Distinction or Distinction\*. Unit grades are then added up to give an overall course grade.

This course is the equivalent of one GCSE.

### Retake Mathematics (if applicable)

Students will have two hours a week of retake maths lessons. Depending on their GCSE grade they may or may not be entered to sit the retake in November.

Attending each lesson, completing required homework and practising past papers is essential to success on this course.

*Some students may study Level 1/2 functional skills in maths rather than the resit GCSE.*

### Retake English Language (if applicable)

Students will have two hours a week of retake English language lessons. Depending on their GCSE grade they may or may not be entered to sit the retake in November.

Attending each lesson, completing required homework and practising past papers is essential to success on this course.

## Media OCR Level 2

**Unit 1 – Introducing media products and audiences** – This unit aims to allow learners to understand media institutions, how they work and the products they produce.  
Unit deadline – Friday 25th October 2019

**Unit 13 – Planning and producing a media product** – By completing this unit learners will generate ideas for their own original media product. They will use one of their ideas to plan and produce a final original product, gaining both pre-production and production skills.  
Unit deadline – Monday 11th May 2020  
(filming deadline Friday 3rd April 2020)

**Unit 62 – Animation production** –  
By completing this unit learners will be able to plan for and produce a short to 1 to 2 minute animation, or section of an animated production.  
**Unit deadline – Friday 14th February**

## Options for students once Pathway 1 is completed;

- 1. Progress to Pathway 2. This is possible if a Merit is gained in at least the Level 2 BTEC business course and/or at least 5 GCSE grades have been gained at 9 - 4. Pathway 1 followed by Pathway 2 takes a total of 3 years**
- 2. Start other level 2/3 courses at alternative institutions**
- 3. Apprenticeships or employment**

**If you have any questions about your sons/daughters progress on Pathway 1  
please do not hesitate to contact Sinead McCarthy: [smccarthy@imberhorne.co.uk](mailto:smccarthy@imberhorne.co.uk)**