



THE WENSLEYDALE
SIXTH FORM

BUSINESS & INNOVATION CENTRE

A BUSINESS PLAN FOR YOUR FUTURE

SEPTEMBER 2022 ENTRY

WELCOME TO THE WENSLEYDALE SIXTH FORM BUSINESS & INNOVATION CENTRE

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WELCOME FROM MARK ASHCROFT

Why Business and Innovation?
The vast majority of jobs can,
in some way, be defined as
'business' jobs.

At the Wensleydale Sixth Form we want to work as closely as possible with local businesses in order to equip our students with the skills needed to work across a range of sectors. It is our aim to enable our students to be able to take advantage of employment and entrepreneurship opportunities at 18 and beyond.

We want our students to be the innovators of the future, and with the help and support of our team along with local business people, we believe they will be. We aim to support our students to pursue their dreams with a sure knowledge of the society in which they live by studying such things as Travel, Tourism, Health and Social Care.

Choice is vital for young people, and the subjects we offer are targeted at the business world. We may not offer the same choice as other Post 16 providers.

What we do offer, however, is the opportunity to become business men and women of the future who have the skills to innovate and create.

Mark Ashcroft
Assistant
Headteacher & Sixth
Form Lead



"I wish that there was an option like The Wensleydale Business and Innovation Centre in my younger days. It has everything to set you on the path to success."

Richard Sanderson
Sanderson and Co.



"The skills on offer through this course are exactly what I look for in a candidate when I am recruiting."

Dawn Clarkson
Dawn Clarkson Associates

THE OFFER

We want our students to be the innovators of the future.

Studying at The Business and Innovation Centre in Wensleydale prepares students for the 21st Century. They can use their skills for many of the established routes for 18 year olds – be it higher level apprenticeships, direct employment or university. They are also prepared for business and innovation and potentially starting their own companies.

As well as the core qualifications of Business, Health & Social Care, IT, Sport and Travel & Tourism, we also offer Mathematical Studies and the Extended Project Qualification (EPQ). These provide our students with a well rounded set of qualifications for the world of work.

Students can also opt for the Duke of Edinburgh Gold Award and take up leadership opportunities within the school and community context – be it running volunteer programmes, mentoring younger students, organising events or participating in enrichment activities.



PERSONALISING THE COURSE TO YOU

Business covers a variety of skills and areas of expertise. That is why we can personalise the course to meet your specific aims and ambitions. To do this, you have three choices:

CORE OFFER

BTEC Level 3 National Extended Certificate in Business equivalent to 1 A level and carries UCAS points.

ADDITIONAL SUBJECTS

Students must then pick two of the following qualifications, equivalent to 1 A level:

Pearson BTEC Level 3 National Extended Certificates:

- Health & Social Care
- Sport
- Travel & Tourism

OR - Cambridge Technical Level 3:

- Introductory Diploma in IT

OPTIONAL CHOICES

Students may also be given the choice to take an Extended Project Qualification and/or Mathematical Studies.

Please note that these qualifications are Level 3 and are an equivalent to AS Level qualifications.

CREATING OPPORTUNITY

All students will have the chance to take part in internships and mentoring opportunities, and we have a significant number of local businesses that are involved in our mentoring and internship programme. These include Tennants of Leyburn, AD Calverts, The Saddle Room, Mark Johnson Racing, Purple Media, The Yorkshire Dales National Park and many more.

Students will also have the opportunity to do the Duke of Edinburgh Gold Award.

OVERALL

Students will leave Wensleydale with qualifications equivalent to 3 A levels, providing the opportunity to advance to high level apprenticeships, university courses or to get straight out into the world of business and start innovating.

CORE OFFER

BUSINESS:

(PEARSON BTEC LEVEL 3
NATIONAL EXTENDED
CERTIFICATE IN BUSINESS)

Our Business course provides you with the foundation to enable you to develop your business idea or to have an impact in your choice of career.

You will be provided with the skills and knowledge to ensure you become a success in the business field.

The core units offer you the opportunity to explore business, to develop a marketing campaign and learn more about personal and business finance. Added to this you will either study the recruitment and selection process or investigate customer service.

There are internal and external assessments and these provide you with the opportunity to demonstrate your business and enterprise skills.

Your studies will provide you with the skills and knowledge to be able to run your own business. The course will also support your access to university and the world of work as it provides business related life skills also.



Topics to study

- Exploring Business
- Developing a Marketing Campaign
- Personal and Business Finance
- Recruitment and Selection Process or Investigating Customer Service

Progression routes

This qualification is on a par with A-levels and has been built in close collaboration with employers and professional bodies ensuring that it has both recognition and value. Students will leave with knowledge, theory and real world experience to separate them from the crowd.

Assessment

This course is assessed through a mixture of external examination and internal assessments.

- All students will be provided with a Business Mentor with whom they will meet at least once every 3 weeks. This will give students current knowledge of the context into which they will be going after their studies.
- All students will also be given a 6 week Internship during their time at the Business and Innovation Centre to allow them to develop a thorough and detailed understanding of how business works.

Key features

This qualification gives learners the knowledge, understanding and skills that underpin the business sector will prepare them for further study or training.

After this qualification, learners can progress directly to employment, however it is likely that many will do so via higher study. Areas of employment include junior business roles in marketing, administration, finance, events management, HR, marketing and other related areas in the business sector, including higher apprenticeships.

ADDITIONAL SUBJECTS

HEALTH & SOCIAL CARE

(PEARSON BTEC LEVEL 3 NATIONAL EXTENDED CERTIFICATE)

At some point in our lives, all of us will need the support of a health or social care professional.

Working in health or social care is rewarding, with a wide range of different jobs and specialisms which help you play a positive role – and make a difference – in the health and happiness of others.

Studying this course, which is the equivalent of 1 A level, means combining good-practice, skills, theory and behaviours to understand what it means to deliver top-quality care and services across a range of specialisms.

You will experience a challenging and incredibly rewarding career, where you can go home at the end of the day knowing you have made a real difference to someone's life.



Studying Health and Social Care provides an incredible array of benefits which include cognitive and problem-solving skills, as well as communication skills and the opportunity to work collaboratively.

Students also gain the ability to think critically, negotiate and build resilience, valuable attributes for future employability.

Topics to study

- Human Lifespan Development
 - Working in Health & Social Care
 - Meeting Individual Care and Support Needs
- And one of:
- Sociological Perspectives
 - Psychological Perspectives
 - Physiological Disorders and their Care

Progression routes

The study of Health & Social Care could lead to careers in nursing, midwifery, occupational therapy, dental care, social work and other health and social care professions as well as routes into childcare.

Assessment

The course is examined with three exams, each 2 hours in length.

The course has 2 two externally assessed, and 2 internally assessed units.

Key features

Health and Social Care is a great foundation subject as the knowledge you learn can be applied to all aspects of society.

This course inspires students to work in a sector which has such a huge impact on people, providing them with rewarding careers in the process.

ADDITIONAL SUBJECTS

IT

(CAMBRIDGE TECHNICAL INTRODUCTORY DIPLOMA)

This IT qualification, which is equivalent to 1 A level, is a high-quality vocational course developed in partnership with industry specialists and leading employers in the Computing industry.

The course aims to offer you the IT skills necessary to support future study and careers.

You will discover that good management of both data and information is essential and that it can give any organisation a competitive edge.

The power of IT is unprecedented – study it at The Wensleydale Business and Innovation Centre and be ahead of the curve in whatever job you choose to apply for.



Students can develop the skills and knowledge required to actively use data analysis techniques to provide evidence and interpretation for decision making for a range of organisational needs.

Topics to study

- Fundamentals of IT
- Global Information

Possible optional units:

- Data Analysis and Design
- Social Media and Digital Marketing
- Project Management

- Virtual and Augmented Reality
- Systems Analysis and Design
- Games Design and Prototyping

Progression routes

A sound understanding of IT technologies and practices is essential for a growing number of jobs across industry. Information learnt by students will provide a solid foundation in the fundamentals of hardware, networks, software, the ethical use of computers and how business uses IT.

Assessment

The course is examined with two exams, each 1 hour and 30 minutes in length, as well as three internally assessed projects.

Possible pathways

Students typically take optional units to specialise in one of the following 4 pathways:

- IT Infrastructure Technician
- Emerging Digital Technology Practitioner
- Application Developer
- Data Analyst

These options will be discussed with you.

Key features

We live in an ever changing world with an ever increasing speed.

Our IT course allows for the study of things such as the use of social media, which in recent years has become a worldwide phenomenon.

Users of social media are able to share ideas and files, compare opinions and pass comment on the activities of their friends and contacts.

In doing so, they are not only generating huge amounts of data about themselves, but also allowing others the opportunity to contact them and monitor some of their online activities.

Social media also allows users to collaborate with others across the globe. Study it, harness it, use it...

SPORT

(PEARSON BTEC LEVEL
3 NATIONAL EXTENDED
CERTIFICATE)

Do you enjoy being active, keeping fit, learning about wellness or coaching others? Would you like to have a career in sports, fitness or nutrition?

Studying a BTEC in Sport is a great way to learn about working in the sport and fitness sector. There are so many careers involved in sport – sports coach, nutritionist and sports psychologist, to name a few.

On BTEC Sport courses you'll learn in and outside the classroom, getting to grips with the theory behind sport as well as getting involved in playing it, giving you a well-rounded understanding of the subject.



The study of Sport equips students with a whole host of transferable skills: being able to communicate effectively using appropriate language, developing analytical skills and the ability to influence and negotiate.

Topics to study

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Anatomy and Physiology • Fitness Training • Programming for Health, Sport and Well-being • Professional Development in the Sports Industry | <p>And one of:</p> <ul style="list-style-type: none"> • Sports Leadership • Application of Fitness Training • Sports Psychology • Practical Sports • Performance |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Progression routes

A wide range of career options are open to those who study Sport, including roles as a personal trainer, fitness instructor, nutritionist, psychologist, sports analyst, sports journalist, leisure manager, sports coach or outdoor activities instructor.

Assessment

Assessment is 2 units externally assessed and 2 internal assessments.

Key features

A BTEC in Sport gives students the skills and confidence they need to progress into a fulfilling, exciting career. The sport and fitness industry is always moving and changing, making it essential to have the drive and resilience to adapt.

At all stages of their academic career, the practical base of a BTEC in Sport will help students excel as team players, coaches and leaders of the future.

ADDITIONAL SUBJECTS

TRAVEL & TOURISM

(PEARSON BTEC LEVEL
3 NATIONAL EXTENDED
CERTIFICATE)

Do you love working with people, have great customer service skills and want to build a career in an industry with plenty of entry level and progression opportunities?

Then the travel and tourism industry could be for you. Employers range from hotels and travel groups to small, family-run businesses.

A BTEC Travel and Tourism course offers practical and assignment-based learning. You'll be able to take what you have learnt on your BTEC and apply it directly to your career in these sectors.



Travel and Tourism is a dynamic industry, with a diverse range of career opportunities.

This course will provide a clear insight into the field, allowing students to develop a broader knowledge and understanding of the sector.

Topics to study

- The World of Travel & Tourism
- Global Destinations
- Principles of Marketing in Travel & Tourism
- One of: Visitor Attractions, Events, Conferences & Exhibitions

Progression routes

The study of Travel and Tourism could lead to careers such as catering manager, conference centre and event management, customer service, travel consultancy and aviation operation.

The Business and Innovation Centre is located in Leyburn at the gateway to the Yorkshire Dales National Park - named as Europe's top National Park by users of Tripadvisor in 2021. We have access to festivals, events, travel groups and lots of tourism to help build your real world experience.

Assessment

Assessment is 2 externally assessed units and 2 internally assessed.

Key features

A BTEC in Travel and Tourism gives students the skills and confidence they need to progress into a vibrant, exciting career in one of the world's largest industries. After gaining so many transferable skills, students will also have access to a wealth of opportunities across a diverse range of business sectors.

OPTIONAL CHOICES

MATHEMATICAL STUDIES

(AS LEVEL)

Mathematics is for everyone. It is diverse, engaging and essential in equipping students with the right skills to reach their future destination, whatever that may be.

We will enable students to engage with, explore, enjoy and succeed in maths.

This Level 3 Certificate in Mathematical Studies aims to build on the knowledge, understanding and skills established in GCSE Mathematics.



Mathematics is a system of organised thought employed in science, technology, music, architecture, economics, sociology, sport and commerce.

The subject has made a major contribution to the development of the modern world

and offers fascinating insights into many areas of endeavour.

Topics to study

- Analysis of data
- Maths for personal finance
- Estimation
- Critical analysis of given data and models (including spreadsheets and tabular)
- Critical path and risk analysis
- Expectation
- Cost benefit analysis

Progression routes

Mathematics is an integral part of a vast array of jobs and employment sectors - if the job involves numbers, then this is the course for you. It will serve students well in the Social Sciences and be regularly utilized in a wide variety of opportunities in Business and Law.

Assessment

The course is examined with two exams, each 1 hour 30 minutes in length.

Key features

Mathematical Studies provides so many of the tools to understand and analyse the financial systems within which we function and live.

By examining such things as the effect of inflation, as well as being able to critically analyse data quoted in media, political campaigns and marketing, students will have a skill and knowledge base ready for 21st Century employment.

OPTIONAL CHOICES

EXTENDED PROJECT QUALIFICATION

(AS LEVEL)

Every year thousands of students choose to study for the Extended Project Qualification (EPQ) alongside their subjects.

The project is an extended piece of research, which provides the opportunity to specialise in a particular area of interest and create a dissertation-style write-up.

Students learn about, and demonstrate their ability to research various information and check the authenticity of sources, plan a project, construct and support arguments, write academically and disseminate understanding while all the time building on critical thinking skills.



Topics to study

EPQ allows each student to embark on a largely self-directed and self-motivated project. Students must choose a topic, plan, research and develop their idea and decide on their finished product.

We encourage creativity and curiosity. A project topic may be directly related to a student's main study programme, but should look beyond the specification.

Students will need to complete the following once their topic has been decided:

- **identify**, design, plan and complete an individual project, applying a range of organisational skills and strategies to meet agreed objectives
- **obtain**, critically select and use information from a range of sources; analyse data, apply it relevantly and demonstrate understanding of any appropriate linkages, connections and complexities of the topic
- **select** and use a range of skills, solve problems, take decisions critically, creatively and flexibly, to achieve planned outcomes
- **evaluate** outcomes both in relation to agreed objectives and own learning and performance. Select and use a range of communication skills and media to present evidenced outcomes and conclusions in an appropriate format.

Progression routes

The EPQ liberates a student from the bounds of a structured curriculum and allows the pursuit of academic passion. A student can become the 'expert' in a chosen field and from this develop confidence.

Assessment

This is a Non Examined Assessment and thus the evidence will comprise the following:

- A completed Production Log and Assessment Record
- The Project Product including a written report and any other evidence, as appropriate, depending on the topic or subject area chosen.

Key features

The Extended Project Qualification offers opportunities for students to:

- make a significant contribution to the choice and design of an extended project and take responsibility for an individual task
- develop and improve their own learning and performance as critical, reflective and independent students
- develop and apply decision-making and problem solving skills
- extend their planning, research, critical thinking, analysis, synthesis, evaluation and presentation skills
- develop and apply skills creatively, demonstrating initiative and enterprise
- use their learning experiences to support their aspirations for higher education and/or career development
- transfer skills developed as part of their extended project to other areas of study

CREATING OPPORTUNITY

INTERNSHIP AND MENTORING

Competition for business roles is tough, especially if you leave school or university with no practical work experience.

Therefore the benefit of undertaking an internship before the age of 18 is that you can gain realworld experience while you're still a student, meaning that when you complete your exams you'll already have many of the skills that companies are looking for.

Not only will this help you stand out when applying for Post 18 options (employment, apprenticeships or university), but some companies may offer internship students an opportunity to apply for a place in the company before the end of the course, based on their performance during their work experience.

Every student at the Business and Innovation Centre will be provided with a Business Mentor, with whom they will meet at least once every three weeks. Developing an understanding of real world and the challenges faced by business is vital for our young people.



Through regularly meeting with their mentor we aim to allow our students to develop understanding, experience and communication skills that will separate them from the crowd of their peers - be it in application, interview or 'in-job' competition for promotion.

It's impossible to predict exactly what will happen in the future, but providing real world and business experience over a significant period of time is prudent and allows young people to stand out from the crowd at 18 years old.

At a time when the government and companies are ever more focussing on training employees and making sure that they invest in their development, why not tempt them to employ young people at 18 years old who have the necessary skill foundations in subjects such as Business, IT, Health and Social Care, Sport, Travel and Tourism and Maths, as well as self-directed research with the EPQ.

The business internship is a 6 week period where students will spend quality time with a company, working for it and taking on business tasks. This may seem like a big ask if you're still a Sixth Form student, but the whole point of an experience like this is to help students develop business intelligence and learn what you need to do to cope in a professional environment.

Companies place a lot of importance on their work experience programmes, especially now that there's so much competition for jobs. As a result, students who can show that they have gained practical skills and experience are valued much more than those who only have a qualification.

Summary of business benefits:

- One to one career guidance meetings with a business leader
- Apprenticeship Matching Scheme – we match the business to your choices
- Industrial Placements Scheme
- Bespoke business mentors and trainers
- Motivational business speakers
- Access to the Young People's Business Scheme – helping you set up your own business
- Access to a local business job shop
- Developing real business skills through the Young Enterprise Scheme

CREATING OPPORTUNITY

DUKE OF EDINBURGH GOLD AWARD

At Wensleydale we offer ALL year 12 students the opportunity to complete DofE Gold Award (you do not have to have done Bronze and Silver Awards).

You will enjoy lots of new experiences, discover talents you never thought you had, challenge yourself and meet lots of people just like you.

- Achieving an Award will give you skills, confidence and a view on life that everyone is looking for, from employers to colleges and universities.
- You will get recognised for doing things you want to do (and may even be doing already).
- You will make a difference to other people's lives and your community, be fitter and healthier.
- UCAS endorses DofE as a way to get involved with high quality extra-curricular activities before higher education.



HOW TO APPLY

If you would like to apply to join our sixth form, please complete the on-line application at www.wensleydaleschool.net

Once we have your application we will arrange to meet you (this may be online) to discuss your options, understand what you want from sixth form and answer any questions you may have.

For more information and advice contact Mark Ashcroft, Assistant Headteacher & Sixth Form Lead at mark.ashcroft@wensleydaleschool.net





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