

Subject Purpose: Our Business Department aspires to transform business and society for the better.

	UOW1							UOW2							UOW3							UOW4							UOW5						
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25	Week 26	Week 27	Week 28	Week 29	Week 30	Week 31	Week 32	Week 33	Week 34	Week 35
Year 10	Component 1: Learning Aim A - Introduction to Business Types of Business Ownership Aims & Objectives Research 2 SME's Compare 2 SME's (PI) Mindset of an Entrepreneur Skill set of an Entrepreneur							Reasons why businesses fail Assignment 1 Characteristics of Enterprises Market research methods Assignment 2 Market Research							Conclude Assignment 2 Market Research/Learning aim C - Internal factors External factors Assignment 3 Factors Affecting Enterprise (P4/P5) PEST & SWOT/Assignment 3 Factors Affecting Enterprise - section 2 Review and finalise component 1							Review and finalise component 1 Component 2: Research and describe 3 business ideas (P1) Planning aims & market segmentation Assignment 1: Planning a Micro-Enterprise Activity Section 2 'The Business' and Section 3 'The Market and Market Research' (P2/M/D) Promotional Mix (component 2 & 3)							Promotional Mix (component 2 & 3) Review of P1, P2, M, D for sections 1-3 of business plan Assignment 1: Planning a Micro-Enterprise Activity Section 4 Marketing Strategy Recall and revision of promotion for component 1 Practice assessment for promotion element of component 3 Review of P2, M, D for section 4 of business plan						
	Pupils will know: - how private and public sector organisations are funded; - how different enterprises are formed and organised to achieve their objectives; - how setting aims and objectives can help enterprises succeed; - what skills are needed to run a SME; - what characteristics are needed to run a SME. Pupils will be able to: - explain the features and ownership of different enterprises; - compare the features and ownership of different enterprises; - explain how setting aims and objectives helps an enterprise succeed; - explain the skills and characteristics needed to run a SME; - assess the success of a selected business.							Pupils will know: - what skills and characteristics are needed to run a SME; - how market research methods are used in different enterprises; - how market research methods are used to meet customer needs and understand competitor behaviour. Pupils will be able to: - assess the success of a selected business; - explain the primary and secondary research methods used in different enterprises; - assess the effectiveness of primary and secondary research methods in different enterprises.							Pupils will know: - how to assess the effectiveness of market research; - how internal and external factors impact on the running of an enterprise; - how to create a PEST and SWOT analysis. Pupils will be able to: - assess the effectiveness of market research for a selected enterprise; - explain the impact of internal and external factors for a selected enterprise; - create a PEST and SWOT analysis based on independent research and apply it to a selected enterprise.							Pupils will know: - how to research potential micro-enterprise activities; - how to plan financial and non-financial aims; - how businesses segment the market; - how the promotional mix contributes to business success. Pupils will be able to: - analyse how internal and external factors determine the success of an enterprise; - justify three potential business ideas; - explain the market segment for a selected micro-enterprise; - analyse promotional methods.							Pupils will know: - how different types of promotions are used; - how to plan a promotion campaign; - how to answer exam questions for component 3 on promotion. Pupils will be able to: - identify the purpose and different types of promotion methods; - analyse different types of promotions; - plan a marketing strategy for a selected business; - revise and recall the promotional content covered.						
Year 11	Promotions -Recall sales promotions, advertising, public relations. Promotions- Direct marketing & Factors influencing promotion Sources of finance & Costs/Revenue Calculating profit/Introducing break-even Break-even analysis Break-even chart Construct & analyse break-even/Introducing cashflow forecast							Cash flow forecast Financial documents & payment methods Comprehensive Income statement & gross and net profit margins Review and recall weeks							Statement of financial position & liquidity ratios Revision & practice exam papers Component 1 Exam (7 Feb 2022)/Review sections 1-4 of business plan for Comp 2/Assign 1 (P2/M/D) Assignment 1 sections 5-8 of business plan (P2/M/D)							Assignment 1 sections 5-8 of business plan (P2/M/D) Plan and pitch the business idea (P3, M2,D2) Review the presentation and business plan (P4,P5,M3,D3) Revision week for component 3 exam resit							Revision week for component 3 exam resit Exam week for component 3 Review units for final submission Course evaluation and pupil voice survey						
	Pupils will know: - how the promotional mix contributes to business success; - how to CATEGORISE different types of costs and sources of revenue; - how to CALCULATE total costs and revenue to check if a business has made a profit; - how to CALCULATE and interpret a break-even chart; - how to interpret a cash flow forecast. Pupils will be able to: - analyse promotional methods; - calculate total cost, revenue and profit; - create and interpret break-even charts; - explain how break-even is used to plan for success; - interpret a cash flow forecast.							Pupils will know: - how a cash flow forecast can help prevent financial problems; - how to calculate different financial documents; - what payment methods are used by an enterprise; - how an income statement is calculated, used and improved. Pupils will be able to: - calculate and explain the importance of a cash flow forecast; - categorise, calculate and revise financial documents; - recommend appropriate payment methods for a given enterprise; - interpret and calculate an income statement; - calculate and interpret gross and net profit margins.							Pupils will know: - how a statement of financial position is calculated and used in a business; - how to calculate and interpret liquidity ratios; - how to review and recall content for component 3 exam. Pupils will be able to: - interpret and calculate a statement of financial position; - interpret and calculate liquidity ratios; - answer a range of exam style questions in preparation for the exam.							Pupils will know: - what resources and financial information are included in a business plan; - how to create a risk assessment for a proposed business idea; - how to pitch and review a business idea. Pupils will be able to: - plan the physical, human and financial resources for a selected business idea; - interpret and calculate liquidity ratios; - produce and assess the risks for a new enterprise activity; - pitch and review a new business idea.							Pupils will know: - how to develop exam technique for component 3; - how to answer short and long style exam questions for component 3; - review and practice exam papers.						
Year 12 Unit 1	Introduce Business/Categories of Businesses Business ownership Assignment 1: Explain two contrasting businesses (PI) Evaluate factors contributing to business success (D) Organisational structures & functions Analysing organisational structures Explore how the structures contribute to success							Assignment 1 Organisational Structures (P3,M2,D) Investigating stakeholders Assignment 1 Stakeholders (P2, M2,D) Recall the purpose of a PESTLE analysis covered in unit 2							Internal environment & competitor analysis Recall the purpose of a SWOT analysis covered in unit 2 Review assignment 1 (PI, P2, PS, M, M2, D) Assignment 2: Parts A - E (P4/PS/M3/M4/D2)							Business markets Review of Assignment 2 Parts A - E Assignment 2 Business Markets parts F&C (P6/M3/M4/D2/D3) Investigate the role of innovation & enterprise							Research into innovative enterprises for assignment 2 Review of Assignment 2 Parts F&C Assignment 3 Innovation & Enterprise Part A & B (P7/M5/D4) Unit evaluation and pupil voice survey Review of assignment 3						
	Pupils will know: - how private and public sector organisations are funded; - how the features of different forms of business ownership affect the running of an enterprise; - how different businesses are organised to achieve their objectives; - how businesses are organised into functional areas. Pupils will be able to: - explain how public and private sector organisations are funded; - explain the features of different business formats; - explore how businesses are organised to help achieve their objectives; - explain the responsibilities of different functional areas.							Pupils will know: - how stakeholders influence and impact on business activity; - how the external, internal and competitive environment affect a selected business. Pupils will be able to: - explain and assess the relationship and influence of different stakeholders; - discuss the internal, external and competitive environment on a given organisation using a range of situational analysis.							Pupils will know: - how the external, internal and competitive environment affect a selected business. Pupils will be able to: - explain the internal, external and competitive environment on a given organisation; - select a variety of techniques to undertake a situational analysis of a given organisation; - assess the effects of the business environment on a given organisation; - assess how a given business has responded to changes on the market; - evaluate the extent to which the business environment affects a given organisation.							Pupils will know: - how demand and supply affect prices; - how the market structure and influences on supply and demand affect the pricing and output decisions; - how future changes in the business environment impact on a given business. Pupils will be able to: - explain the relationship between demand and price; - assess the effects of the business environment and how a given business has responded to changes on the market; - evaluate the extent to which the business environment affects a given organisation, using a variety of situational analysis techniques; - evaluate how changes in the market have impacted on a given business and how this business may react to future changes.							Pupils will know: - how the role of innovation and enterprise contributes to business success. Pupils will be able to: - explore how innovation and enterprise contribute to the success of business; - analyse how successful the use of innovation and enterprise has been for a given business; - justify the use of innovation and enterprise for a business in relation to its changing market and environment.						
Year 12 Unit 2	Marketing aims & objectives/Market segmentation Market research methods Interpret, plan & conduct primary & secondary research Conduct secondary research Porter's Five Forces/Introducing to PESTLE Political Factors Economic, social & technological factors							Legal, ethical, and environmental factors, SWOT analysis, Marketing Mix Branding & product life cycle Pricing, Place & Promotion (Marketing Mix) Extended Marketing Mix Apply the Marketing Mix							Analyse and evaluate market research information for assessment 1 Mock assessment 1 Analyse and evaluate market research information for assessment 2 Review mock assessment 1 Mock assessment 2							Analyse and evaluate market research information for assessment 2 Review mock assessment 2 Mock assessment 3 Revise unit 2 Review mock assessment 3 & revise unit 2							Unit 2 Exam Unit 3 preparation tasks Role of money & financial needs Planning expenditure and payment methods Current account Review, recall and revision week						
	Pupils will know: - what types of market research are used when planning a marketing campaign; - how businesses use market segmentation to understand the needs of the market; - how the external and internal environment affect a selected business; - how competitors affect a selected business; - how to create and use a variety of techniques to undertake a situational analysis of a given industry/enterprise. Pupils will be able to: - distinguish between primary and secondary research; - explain how and why businesses use market segmentation; - research the internal and external environment on a given organisation; - research the key competitors for a given organisation; - create and categorise factors for a PESTLE and SWOT analysis.							Pupils will know: - how the external, internal and competitive environment affect a selected business; - how to create and use a variety of techniques to undertake a situational analysis of a given industry/enterprise; - how to measure the value of market research; - how the marketing mix is used in business; - how to cost a promotional campaign. Pupils will be able to: - carry out secondary research for a selected business to analyse the internal and external market; - assess the validity of the market research collected; - apply the marketing mix to a given business; - investigate the costings for a promotional campaign.							Pupils will know: - how setting marketing aims and objectives can lead to marketing success; - how to use market research for a marketing campaign; - how to present and evaluate a budgeted marketing campaign using appropriate timescales. Pupils will be able to: - apply marketing aims and objectives to a selected business; - analyse and interpret market research for a marketing campaign; - plan a budgeted marketing campaign that includes an appropriate timeline.							Pupils will know: - how setting marketing aims and objectives can lead to marketing success; - how to analyse and interpret market research suitable for a marketing campaign; - how to present and evaluate a budgeted marketing campaign using appropriate timescales. Pupils will be able to: - apply marketing aims and objectives to a selected business; - analyse and interpret market research for a marketing campaign; - plan a budgeted marketing campaign that includes an appropriate timeline.							Pupils will know: - how financial needs differ at different life stages; - how to plan expenditure; - how borrowing money can lead to financial problems and help manage finances; - how different current accounts and investment opportunities operate. Pupils will be able to: - explain how financial needs differ at different life stages; - explain the importance of planning expenditure; - explain and analyse the different payment types and current accounts.						
Year 13	Unit 3: Recall methods of payment, current accounts, borrowing Savings & investment/Types of insurance/financial institutions Consumer protection/IVA v bankruptcy Exam practice/Capital & revenue expenditure/dep reciation Sources of finances/cash flow forecast Costs, revenue, profit & introducing Break even Interpret, construct & analyse break-even/Introducing Income Statement							Income Statements Statement of Financial Position & ratios Ratios Review mock exam results Practice exam papers							Revision and practice exam papers Unit 3 Exam (18 Jan 2022) Unit 8 Investigate recruitment & selection Assignment 1 Evaluate the recruitment process (PI, P2, M, D) Prepare recruitment pack for company (P3)							Apply for a selected job role (P3) & plan for interview s Carry out interviews (P4/M2) & individual SWOT (P5) Evaluate the recruitment process (O2/D3) Personal skills development plan (P6/M3/D3) Review and finalise unit 8 Revision weeks for unit 2 & 3 exam resits							Exam weeks for unit 2 & 3 resits Course evaluation and pupil voice survey						
	Pupils will know: - what different types of saving and investment opportunities exist; - what laws exist to protect the consumer and what financial support is available; - how different sources of business revenue and expenditure are used; - how to calculate a cash flow forecast; - how businesses use break-even to help plan revenue and expenditure. Pupils will be able to: - analyse the different types of saving and investment opportunities; - explain the different consumer laws and financial support available; - explain the different types of capital, revenue and sources of finance; - calculate and analyse a cash flow forecast; - calculate break-even.							Pupils will know: - how an income statement and statement of financial position are calculated and used in business; - how ratio analysis helps to assess the performance of a business. Pupils will be able to: - interpret, calculate and analyse an income statement; - interpret, calculate and analyse a statement of financial position; - use ratios to analyse and evaluate a set of accounts.							Pupils will know: - how to develop exam technique; - how a selected business recruits workers; - how a selected business assesses candidates to ensure effective recruitment. Pupils will be able to: - answer short and long style exam questions; - explain, analyse and evaluate the recruitment process for a selected business; - organise a recruitment pack for a selected job role.							Pupils will know: - how to plan for a job interview as an interviewee and interviewer; - how the recruitment documents are used to support the process of a job offer; - how to construct a personal SWOT analysis and personal skills audit. Pupils will be able to: - participate in a job interview as an interviewee and interviewer; - evaluate the recruitment documents to support the process of a job offer; - produce a personal SWOT analysis and personal skills audit based on the application process.							Pupils will know: - how to develop exam technique for unit 2 & 3; - how to answer short and long style exam questions for unit 3; - revise how to produce a marketing campaign for unit 2.						