

Vision “Any student choosing business & finance does so because they see the value of it educationally, understand its relevance socially; they want to develop a love of the subject & can recognise its contribution to many of the skills they need to compete effectively in the world of work.”

	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Year 9	<p>RO64/5 Skills The course : Developing Enterprise Skills What is marketing & research - Marketing Project</p> <p>Early Learning <i>Primary Research , Secondary Research, Marketing , Marketing Mix</i></p>	<p>RO64/5 Key Skills What is a business How do you set up a business? Business Tools – Finance Project</p> <p>Early Learning <i>Sole Trader Limited Company, Franchise Partnership, Cash flow & Breakeven</i></p>	<p>Unit R064 Enterprise & marketing concepts Learning Outcome 1: Understand how to target a market</p> <p>Key Learning <i>Primary Research , Secondary Research, Marketing , Marketing Mix</i></p>	<p>Unit R064 Enterprise & marketing concepts Learning Outcome 2 Understand what makes a product or service financially viable.</p> <p>Key Learning <i>Sole Trader Limited Company, Franchise Partnership, Fixed and Variable Costs Total Revenue, Cash flow & Breakeven</i></p>	<p>Unit R064 Enterprise & marketing concepts Learning Outcome 3: Understand product development</p> <p>Key Learning <i>Product Life Cycle, Extensions Strategies, Brands and Design Mix, USPs, Legal and Economic Issues,</i></p>	<p>Unit R064 Enterprise & marketing concepts Learning Outcome 1:,2 & 3 Review Year 9 Assessment</p>
Year 10	<p>Week 1 Unit R064 Enterprise & marketing concepts Learning Outcome 4: Understand how to attract & retain customer Week 2 RO65 Design a business proposal LO1: Be able to identify the customer profile for a business challenge</p> <p>Key Learning <i>Pricing Strategies, Impact of Marketing on to attract / retain Customers RO65 Customer Profiles, Market Segmentation,</i></p>	<p>Week 1 Unit R064 Enterprise & marketing concepts Learning Outcome 5: Understand factors for consideration when starting up a business Week 2 Unit R065 Design a business proposal LO 2: Be able to complete market research to aid decisions relating to a business challenge</p> <p>Key Learning <i>Setting Targets, Issues, Cash flow, Business Planning. RO65 Market Research, types and techniques. Analysis of results,</i></p>	<p>Week 1 Unit R064 Enterprise & marketing concepts Learning Outcome 6 Understand different functional activities needed to support a business start-up. Week 2 Unit R065 Design a business proposal LO 3: Be able to develop a design proposal for a business challenge</p> <p>Key Learning <i>Functional Areas, HR, Operations, Finance, Marketing, Understanding the function of each area. RO65 Creative Techniques (Mind map, Scamper, Mood Boards), Analysis of Design proposals.</i></p>	<p>Week 1 Exam Prep Mock Unit R064 Enterprise & marketing concepts</p> <p>Week 2 Unit R065 Design a business proposal LO 4: Be able to review whether a business proposal is viable</p> <p>Key Learning <i>Customer Service, Customer Satisfaction.</i></p> <p>RO65 Calculation of Profit, Pricing Strategies. Reviewing Business Success (sales and profit) Business Challenges (risks, demand, copyright & patenting)</p>	<p>Week 1 Exam Prep May Unit R064 Enterprise & marketing concepts</p> <p>Week 2 Unit R065 Coursework final Preparation & submission.</p>	<p>Unit R064 Enterprise & marketing concepts EXAM</p> <p>Week 2 Unit R065 Completion & Moderation.</p>
Year 11	<p>Unit R066: Market & pitch a business proposal LO 1: Be able to develop a brand identity & promotional plan to target a customer profile RO66 Task 1a week 2 RO66 Task 1b week 2</p> <p>Key Learning <i>Branding and its benefits (Trust, recognition, image, quality, adding value), Promotional methods digital and traditional, Choosing the appropriate methods,</i></p>	<p>Unit R064 Enterprise & marketing concepts Week 1 Exam Prep Jan RO66 Market & pitch a business proposal LO 2 Be able to pitch a proposal for a proposal RO66 Task 2a week 2</p> <p>Key Learning <i>What is a business pitch, key techniques, objectives, purpose and preparation.</i></p>	<p>Unit R066 Market & pitch a business proposal LO 3: Be able to pitch a proposal to an audience RO66 Task 2b week 2 RO66 Task 3 week 2</p> <p>Key Learning <i>Planning, Personal appearance,</i></p>	<p>Unit R066 Market & pitch a business proposal LO4: Be able to review the strengths & weaknesses of a proposal & pitch RO66 Task 4 week 2</p> <p>Key Learning <i>Analysing your pitch, key factors and considerations, how to review your proposal including product proposal pricing strategy, , brand, promotional plan, relevance and appeal, review the proposal, future developments</i></p>	<p>Unit R064 Enterprise & marketing concepts Week 1 Exam Resit Prep May</p> <p>Week 2 Unit R066 Coursework final Preparation & submission.</p> <p>Key Learning <i>Customer Service, Customer Satisfaction</i></p>	<p>Final Complete</p>

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<p>Year 12 Business</p>	<p>THEME 1 1.Meeting Customer Needs 2 The market 3 Marketing mix & strategy SA / Exam Prep Key Learning Markets, Mass, Niche Dynamic, Stable Segmented. Mapping, Innovation, Primary Research, Secondary Research, Marketing, Marketing Mix, Demand Curve. Supply, PED, YED, Brands, Design Mix. Products.</p>	<p>THEME 1 4 Managing People 5. Entrepreneurs & Leaders. SA / Exam Prep Key Learning Staffing Approaches, Recruitment Methods, Organisational Design, Motivation Theories, Leadership Entrepreneurship Business Objectives, Forms of Business, Business Choices, trade-offs and Opportunity Costs.</p>	<p>THEME 4:- 1 Globalisation 2 Global markets & business expansion SA / Exam Prep Key Learning Growing Economies, Economic Performance, International Trade and Business Growth, Factors influencing Growth (PESTLE), Protectionism, Pull and Push Influences, Global Competitiveness, Factors influencing Investment and Production Decisions, Mergers and Takeovers</p>	<p>THEME 4:- 3 Global marketing 4 Global industries & companies SA / Exam Prep Key Learning Global Marketing considerations, Cultural and, Niche Markets, Impact of MNCs, Controlling MNCs, Ethical considerations</p>	<p>THEME 1 & 4 consolidation Exam Technique Y12 MOCK Exam Prep</p>	<p>THEME 2. 1. Raising Finance 2. Financial Planning SA / Exam Prep Key Learning Sources of Finance, Liability, Cash flow, Breakeven, Sales forecasting & Calculations, Fixed and Variable Costs and Budgets</p>
<p>Year 13 Business</p>	<p>THEME 2. 3. Managing Finance 4. Resource Management SA / Exam Prep THEME 3 1 Globalisation 2 Business Growth 3 Decision-Making Key Learning Breakeven Calculation, Statement of Income & Statement of Financial position calculation & Interpretation, Reasons for business failure, Liquidity, Production Methods & Capacity, Stock Control, Quality Management, Economic Influences, Inflation, Interest Rates, Legislation.</p>	<p>THEME 3. 4 Influences on business decisions 5 Assessing competitiveness 6 Managing change SA / Exam Prep THEME 2 & 3 consolidation Exam Technique & Paper 2 Mock Key Learning Corporate Objectives, Influences & Ethics, Shareholders & Stakeholders, Corporate Culture, Strategic Theories, SWOT, Mergers, Growth or Stability, Analysis of Investment Techniques and decisions, Ratio analysis, Measuring HR performance, Change Factors & Scenario Planning.</p>	<p>THEME 1 & 4 consolidation Y13 Paper1 MOCK Prep & Exam THEME 2 & 3 consolidation Y13 Paper2 MOCK Prep & Exam Year 13 Paper 3 Theme 1,2,3,4 MOCK Prep & Exam</p>	<p>Consolidation Exam Papers Exam Technique THEME 1 & 4 THEME 2 & 3 Y13 Paper1 Exam Prep Y13 Paper2 Exam Prep Y13 Paper3 Exam Prep</p>	<p>Exam Papers Exam Technique Y13 Paper1 Exam Prep Y13 Paper2 Exam Prep Y13 Paper3 Exam Prep</p>	<p>End of Exams Course Complete</p>