



Subject Intent Statement

Students will receive a well-rounded education in Business and Enterprise, preparing them for future academic study and professional careers in business and enterprise. We want to cultivate entrepreneurial mindsets and business expertise in students, empowering them with knowledge, skills and attitudes necessary to thrive in the world of business. Developing essential skills such as problem solving, teamwork, leadership, innovation, creativity and a willingness to take risks. We will provide opportunities for students to apply their knowledge through real-world business scenarios and enterprise projects and in the process enhance numerical and financial literacy.

Key Concepts

Key Language/Terminology

Key Stage 4	Key Stage 5	Key Stage 4	Key Stage 5
<p>Y10 - R068: Design a business proposal</p> <ul style="list-style-type: none"> Market research How to identify a customer profile Develop a product proposal Review whether a business proposal would be financially viable Review the likely success of the business proposal <p>Y10/Y11 - R069: Market and pitch a business proposal</p> <ul style="list-style-type: none"> Develop a brand identity Create a promotional campaign for a brand and product Plan and pitch a proposal Review a brand proposal, promotional campaign and professional pitch <p>Y11 - R067: Enterprise and marketing concepts</p> <ul style="list-style-type: none"> Characteristics, risk and reward Market research to target specific customers What makes a product financially viable? Creating a marketing mix to support a product Factors to consider when starting up and running an enterprise. 	<p>A Level Business</p> <p>Y12</p> <p>Theme 1: Marketing and people</p> <ul style="list-style-type: none"> Meeting customer needs The market Marketing mix and strategy Managing people Entrepreneurs and leaders <p>Theme 4: Global business</p> <ul style="list-style-type: none"> Globalisation Global markets and business expansion Global marketing <p>Global industries (multinational companies)</p> <p>Y13</p> <p>Theme 2: Managing business activities</p> <ul style="list-style-type: none"> Raising finance Financial planning Managing finance Resource management External influences <p>Theme 3: Business decisions and strategy</p> <ul style="list-style-type: none"> Business objectives and strategy Business growth Decision-making techniques Influences on business decisions Assessing competitiveness Managing change <p>LIBF (Currently Y13 only – DipFS)</p> <p>Unit 3: Sustainability of an individual's Finances</p> <ul style="list-style-type: none"> Topic 1 – Personal finance sustainability Topic 2 – How the state can help Topic 3 – The impact of external factors Topic 4 – Monitoring and adapting personal finance plans Topic 5 – Good debt, bad debt Topic 6 – The impact of global events and ethics Topic 7 – The impact of recent changes 	<p>Cambridge National in Marketing and Enterprise</p> <p>Entrepreneur, Negotiation, Market research, Primary research, Secondary research, Product development, Questionnaire, Survey, Cause marketing, Qualitative data, Quantitative data, Sampling, Market segmentation, Fixed Costs, Variable costs, Total costs, Revenue, Total revenue, Profit, Break-even, Contribution, Marketing mix, Target market, Advertising, Banner advertising, Pop-ups, Sales Promotions, Sponsorship, Public relations, Product placement, Product Life Cycle, Pricing Strategies, Sole Trader, Unlimited liability, Limited liability, Partnership, Franchise, Private Limited Company, Loan, Crowdfunding, Grant, Business angel, Business plan, Verbal skills, Design mix, External factors, Consumer demand, Budget, Risk, Challenge, Adviser, Contingency planning, training, Brand personality, Brand identity, Brand image, KPI's, Pitch, Investor, Visual aids, Formal language, Informal language, Non-verbal skills, Feedback, Professional, Self-assessment.</p>	<p>A Level Business</p> <p>Y12</p> <p>Theme 1</p> <p>Niche market, Market research, Primary and secondary research, Sample, Bias, Demographic trends, Market segmentation, Market mapping, Competitive advantage, Added value, Demand, Supply, Complimentary goods, Substitutes, Branding, Recession, PED, YED, Design mix, Viral marketing, Emotional marketing, USP, Producer, Wholesaler, Retailer, Boston Matrix, Multi-skilling, Piece rate, Labour turnover, Business plan, Innovation, Intrapreneur.</p> <p>Theme 4</p> <p>Globalisation, Growth, GDP, BRIC Economy, Emerging Economy, Exchange rate, Purchasing power parity, Globalisation, Foreign Direct Investment, Standard of living, Imports, Exports, Currency depreciation/appreciation, Inward/outward FDI, Trade liberalisation, Dumping, Transnational corporation, Migration, Import Quota, Tariff wall, Customs Union, Single market, Push/pull factors, Offshoring, Outsourcing, Disposal income, Production, Merger, Joint Venture, Patent, Cost leadership, Ansoff's matrix, Subculture, MNC, Skills transfer, Transfer pricing, Ethics, Stakeholder, Supply chain, Lobbying, Pressure group.</p> <p>Year 13</p> <p>Theme 2</p> <p>Internal/external finance, Dividend, Share capital, Venture capital, Liability, Share, Grant, Overdraft, Business plan, Forecast, Cashflow, Financial objective, Budget, Sales revenue, Sales volume, Variable costs, Break-even, Expenditure, Gross profit, Cost of Sales, Operating profit, Net profit, Margin, Liquidity, Current Asset, Current liability, Working capital, Job/ Batch/ Flow/Cell production, Stock control, Lead time, JIT, Lean production, Quality, Monopoly, Oligopoly, Legislation.</p> <p>Theme 3</p> <p>Mission, Aim, Objective, Corporate strategy, Porters Strategic Matrix, SWOT analysis, PESTLE,</p>

	<p>Unit 4: Sustainability of the Financial Services System</p> <ul style="list-style-type: none"> • Topic 1 – The financial system • Topic 2 – Competition in financial services • Topic 3 – Sustainability in the sector • Topic 4 – The impact of the media • Topic 5 – External influences on providers • Topic 6 – The impact of change • Topic 7 – Marketing materials • Topic 8 – Attracting, retaining and satisfying customers • Topic 9 – Market segmentation and product development • Topic 10 – Case studies 		<p>Fiscal/Monetary policy, Porters Five Forces, Barriers to entry, Economies of scale, Merger, Takeover, Horizontal/vertical integration, Gearing, Organic/inorganic growth, Time Series Analysis, Moving averages, Line of best fit, Payback, Discounted Cash Flow, Average Rate of Return, Net Present Value, Decision Tree, Critical path analysis, Float time, Culture, Shareholder, Stakeholder, CSR, Statement of comprehensive income, Ratio Analysis, Labour productivity, Retention, Turnover, Absenteeism, Downsizing, Transformational leader, Scenario planning, Risk assessment.</p> <p>LIBF – Year 13 Unit 3 Personal finance, Debt, Financial planning, Budget, Expenditure, Cash flow modelling, Contingency planning, Current Account, Savings account, Insurance, Pensions, Investments, Welfare state, Benefits system, Financial advice, External Factors, Monitoring financial plans, Good debt, Bad debt, Borrowing, Ethics, Globalisation, Economy, Social change, CSR, Sustainability.</p> <p>Unit 4 Financial system, Financial regulators, Trends, Financial intermediation, New types of financial provision, Competition, Promotion, Choice, Sustainability, Risk, Media impact, PESTEL, Change and uncertainty, Islamic finance, Marketing materials, Customer relationships, Segmenting the market.</p>
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Year 10	Curriculum Coherence					
	Learning builds through RO68 with students learning about how businesses research in order to be successful in meeting customer needs. Knowledge builds then to designing two potential products to suit a particular customer enhancing creativity and then students making a choice of one in RO69 to develop into a business proposal.					
Medium Term Plan Title/Topic	Themes/Concepts	Key Core Knowledge Foci	Application/Skills Foci	Ambitious Tier 2/3 Vocabulary	Assessment	Independent Learning
RO68: Design a business proposal Task 1: Market research	Market research, aims of market research, Competitor analysis Questionnaire, Focus group	<ul style="list-style-type: none"> • Types of primary and secondary market research • Methods suitable for use and why. 	<ul style="list-style-type: none"> • Primary and secondary research to meet aims. • Presenting the data • Using research effectively 	Market, primary and secondary research, Quantitative and Qualitative data, Sampling, Focus group, Competitor analysis	This unit is assessed through an assignment set by OCR. Task 1: assessed during weeks 8 & 9	Students will have access to resources in Teams for each assignment.
Task 2: How to identify a customer profile	Identifying a customer profile using market segmentation techniques.	<ul style="list-style-type: none"> • Market segmentation benefits • Applying market segmentation 	<ul style="list-style-type: none"> • Market segmentation is applied to the product by age, gender, occupation, income, lifestyle and location. 	Market segmentation, customer profile	Task 2: assessed during week 13	
Task 3: Produce a product proposal	Using the design mix to generate two designs	<ul style="list-style-type: none"> • Uses of a design mix • Linking a design to customer needs and wants. 	<ul style="list-style-type: none"> • Use the design mix to generate two design ideas using two creative techniques. 	Design mix, Creative techniques, Mind map, Mood board, Market research, Customer profile	Task 3: assessed during weeks 17 & 18	

Task 4: Develop a product proposal	Review the designs through feedback and finalise the design.	<ul style="list-style-type: none"> Feedback methods Using feedback to complete final design. 	<ul style="list-style-type: none"> Modifying 1 design to meet the needs of the customer profile and feedback given. 	Self-assessment, Verbal feedback, Written feedback, Strength, Weakness	Task 4: assessed during weeks 21 & 22	
Task 5: Review whether a business proposal would be financially viable	Costs to make the design and calculation of revenue.	<ul style="list-style-type: none"> Calculations for profit, loss and break-even. 	<ul style="list-style-type: none"> Calculate variable costs, fixed costs, total revenue, profit/loss and break-even amount. Apply an appropriate pricing strategy. 	Fixed costs, variable costs, Total costs, Revenue, Total revenue, Break-even, Profit, Contribution, Margin of safety, Pricing strategy	Task 5: assessed during week 26	
Task 6: Review the likely success of the business proposal	Risks and challenges faced when producing and launching the product.	<ul style="list-style-type: none"> Factors that can affect the success of the business in current times. 	<ul style="list-style-type: none"> Apply risks and challenges and how they can be minimised. 	Challenge, Risk, Success	Task 6: assessed during week 29. Final moderation and external validation - week 30.	

Year 11

Curriculum Coherence

Previous learning is utilised during R069 as students will carry forward chosen product design from R068 and develop this into an official product proposal to pitch to an audience. This knowledge is then further developed in R067 (Exam) whereby students use existing information in marketing and finance concepts and then further build on these key areas for use in the exam.

Medium Term Plan Title/Topic	Themes/Concepts	Key Core Knowledge Foci	Application/Skills Foci	Ambitious Tier 2/3 Vocabulary	Assessment	Independent Learning
R069: Market and pitch a business proposal Task 1: Develop a brand identity	Branding, competition and external opportunities and threats.	<ul style="list-style-type: none"> Branding elements Branding techniques Identifying competitors Economic, Social, Technology and Ethical factors 	<ul style="list-style-type: none"> Assess the market for product proposal Develop a brand personality for product proposal 	Brand personality, Brand identity, Brand image	Externally assessed in week 30 Task 1: assessed during week 3	Students will have access to resources in Teams for each assignment.
Task 2: Create a promotional campaign for a brand and product	Objectives of a promotional campaign and creating a promotional campaign	<ul style="list-style-type: none"> Promotional campaign objectives DRIP model Planning techniques KPI's Methods of promotion 	<ul style="list-style-type: none"> Explanation of objective and KPI's. Plan timing of promotion. 	Campaign, Objectives, Key Performance Indicators (KPI'S)	Task 2: assessed during week 8	
Task 3: Develop a pitch for your proposal	Planning a pitch and development of personal and presentation skills.	<ul style="list-style-type: none"> Planning considerations to include Verbal and non-verbal skills, use of notes/cues Time management and benefits of a practice pitch 	<ul style="list-style-type: none"> Design PowerPoint and note/cue cards. Practice to peers and gain feedback to improve. 	Pitch, Investor, Pitch structure, Visual Aids, Formal/informal language, Verbal/non-verbal skills, Constructive feedback	Task 3: assessed during week 11	
Task 4: Pitch your business proposal to an audience	Deliver a professional pitch	<ul style="list-style-type: none"> Ways to prepare for a professional pitch. 	<ul style="list-style-type: none"> Use verbal and non-verbal skills to present to an audience 	Professional, Self-assessment, Feedback	Task 4: assessed during week 13	
Task 5: Review a brand proposal, promotional campaign and professional pitch	Methods to review the proposal, campaign and pitch.	<ul style="list-style-type: none"> Ways to self-assess Methods of feedback from others Ways to review success 	<ul style="list-style-type: none"> Use feedback - strengths, weaknesses and improvements to proposal, campaign and pitch. 	Professionalism, Strength, Weakness, Improvement	Task 5: assessed during week 15 & 16	
R067: Enterprise and marketing concepts Characteristics, risk and reward	Characteristics of successful entrepreneurs, potential rewards and drawbacks.	<ul style="list-style-type: none"> Key characteristics Rewards Drawbacks 	Students will be able:	Entrepreneur, Negotiation, Creativity, Innovation, Risk-taking, Work/life balance	Mock assessment will take place in weeks 22 and 23 (1 exam)	Students will be given practice questions and revision

Market research to target specific customers	Purpose of market research, Primary and secondary research methods, Types of data, Types of market segmentation.	<ul style="list-style-type: none"> • Purpose to reduce risk, aid decision making, understand the market • Research methods – Primary and secondary: • Types of data – Quantitative and Qualitative • Types of segmentation 	<ul style="list-style-type: none"> • to recall, select and apply knowledge and understanding. • present information clearly and with accuracy. • apply knowledge, understanding and skills. • review evidence available, analysing and evaluating information. • make judgements and draw appropriate conclusions 	Market research, Product development, Questionnaire, Qualitative data, Quantitative data, Market segmentation	<p>External assessment of this unit will take place in May of Year 11 – roughly week 31.</p> <p>This unit is assessed by an external exam.</p>	materials to complete independently.
What makes a product financially viable?	Cost of producing a product, revenue generated by the sales of a product.	<ul style="list-style-type: none"> • Understanding definitions and calculations of fixed costs, variable costs and total costs. • Calculate revenue, profit and loss • Definition and use of formula for Break-even. • Know the difference between profit and cash. 		Fixed costs, Variable costs, Total costs, Revenue, Total revenue, Profit, Break-even.		
Creating a marketing mix to support a product	Marketing mix elements, advertising, sales promotion, Public Relations, Product Life Cycle and pricing strategies	<ul style="list-style-type: none"> • Elements of Product, Price, Place, Promotion • Advertising - non-digital and digital • Sales Promotion techniques • PR Techniques • Methods of sale – physical and digital • PLC stages • Pricing – competitive, psychological, skimming and price penetration 		Marketing mix, target market, sales promotion, sponsorship, Public relations, Product placement.		
Factors to consider when starting up and running an enterprise.	Forms of ownership, sources of capital and sources of support	<ul style="list-style-type: none"> • Ownership types • Sources of capital • Sources of support 		Sole trader, Partnership, Private Limited Company, Franchise, Unlimited liability, Limited liability, Loan, Crowdfunding, Grant, Business angel, Business plan		

Year 12

Curriculum Coherence

Transitioning from GCSE Business to A-Level Business is a step up in terms of both content complexity and the level of analytical and evaluative skills required. By building on the foundational knowledge gained at GCSE and developing more advanced skills, students are well-prepared to tackle the challenges of A-Level Business and gain a deeper understanding of the business world.

Medium Term Plan Title/Topic	Themes/Concepts	Key Core Knowledge Foci	Application/Skills Foci	Ambitious Tier 2/3 Vocabulary	Assessment	Independent Learning
Theme 1: Marketing and people 1.1 Meeting customer needs	The Market, Market Research and Market Positioning	<ul style="list-style-type: none"> • Mass markets and niche markets • Dynamic markets • Product and market orientation • Primary and secondary market research and limitations • Market segmentation and mapping • Competitive advantage of a product or service 	This theme enables students to understand how businesses identify opportunities and to explore how businesses focus on developing a competitive advantage through interacting with customers.	Mass and niche market, size, share, Product and market orientation, Primary and secondary research, market mapping and segmentation	<p>Assessed with regular exam questions</p> <p>Formal assessment – mock exam takes place HT6.</p> <p>This course is assessed through 3 external exams in May of the second year:</p>	Students will be given practice questions and revision materials to complete independently.

1.2 The market	Demand, Supply, Markets, Price Elasticity of Demand and Income Elasticity of Demand	<ul style="list-style-type: none"> Factors leading to a change in demand and supply Calculation and interpretation of price elasticity and income elasticity of demand 	Students develop an understanding of how businesses need to adapt their marketing to operate in a dynamic business environment.	Substitute goods, Complimentary goods, Demographics, External shocks, Indirect taxes, Government subsidies	<ul style="list-style-type: none"> Paper 1 (themes 1 & 4) 35%/2 hours Paper 2 (themes 2 & 3) 35%/2 hours Paper 3 (all 4 themes) 30%/2 hours
1.3 Marketing mix and strategy	Product Service and Design, Branding and Promotion, Pricing Strategies, Distribution and Marketing Strategy	<ul style="list-style-type: none"> Design mix, promotion and branding Changes in branding and promotion to reflect social trends Types of pricing strategy Distribution channels The product life cycle Extension strategies Boston Matrix 	<p>This theme also considers people, exploring how businesses recruit, train, organise and motivate employees, as well as the role of enterprising individuals and leaders.</p> <p>Students must investigate different types and sizes of organisation in various business sectors and environments, and in local, national and global contexts.</p>	Design mix, Ethical sourcing, Resource depletion, Viral marketing, Emotional branding, Distribution channels, Boston Matrix, B2B, B2C	
1.4 Managing people	Approaches to Staffing, Recruitment, selection and training, Organisational Design, Motivation and leadership	<ul style="list-style-type: none"> Flexible workforce Distinction between dismissal and redundancy Employer/employee relationships Recruitment and selection process Costs of recruitment, selection and training Types of training Types of structure Motivation theories Financial and non-financial incentives Types of leadership style 	To develop their knowledge, skills and understanding in business, students need to have acquired competence in quantitative skills that are relevant to and applied in the context of this theme.	Outsourcing, hierarchy, Chain of command, Span of control, Centralised, Decentralised structure, Matrix, Scientific management, Human relations theory, Hierarchy of needs, Two factor theory, Autocratic, Democratic, Paternalistic, Laissez-faire	
1.5 Entrepreneurs and leaders	Role of Entrepreneur, motives and characteristics, Objectives and forms of Business.	<ul style="list-style-type: none"> Creating and setting up a business Innovation within a business (intrapreneurship) Barriers to entrepreneurship Anticipating risk and uncertainty. Characteristics and skills Reasons why people set up businesses Choices and potential trade-offs The difficulties in developing from an entrepreneur to a leader 		Innovation, Intrapreneurship, Characteristic, Skill, opportunity cost, Trade-off	
Theme 4: Global business 4.1 Globalisation	Growing Economies, International trade and business growth.	<ul style="list-style-type: none"> Growth rate of the UK economy compared to emerging economies Growing economic power of countries within Asia, Africa and other parts of the world Foreign direct investment (FDI) and link to business growth Reduction of international trade barriers/trade liberalisation Increased significance of global (transnational) companies Growth of the global labour force 	<p>Students investigate businesses that trade on a global scale and explore their reasons for doing so.</p> <p>Students develop an understanding of the globally competitive environment and consider the ethical and moral dimensions of global business activities.</p>	Gross Domestic Product (GDP), Human Development Index (HDI), Export, Import, Foreign Direct Investment (FDI), Migration, Tariffs, Import Quotas, Trading blocs	

4.2 Global markets and business expansion	Conditions that prompt trade, assessment of a country as a market and production location. Reasons for global mergers or joint ventures.	<ul style="list-style-type: none"> • Push and pull factors • Off-shoring and outsourcing • levels and growth of disposable income • exchange rate • Entering new markets/trade blocs • Acquiring national/international brand names/patents • Skill shortages and their impact on international competitiveness 		Push factor, Pull factor, Off-shoring, Out-sourcing, Exchange rates		
4.3 Global marketing	Marketing, Niche Marketing and cultural and social factors.	<ul style="list-style-type: none"> • Global marketing strategy and global localisation (glocalisation) • Application and adaptation of the marketing mix (4Ps) and Ansoff's Matrix to global markets • Cultural diversity 		Glocalisation, Ethnocentric, geocentric and Polycentric marketing, Cultural diversity		
4.4 Global industries (multinational companies)	The Impact of MNC's, Ethical Issues and controlling MNC's.	<ul style="list-style-type: none"> • Impact of MNCs on the local and national economy • Stakeholder conflicts • Environmental considerations • Supply chain considerations • Marketing considerations 		Multi-National Corporations (MNC), conflict, Supply chain		

Year 13

Financial Studies (London Institute of Banking and Finance)

Curriculum Coherence

The DipFS is for students who have already achieved the Certificate in Financial Studies (CeFS). The course enables them to develop and enhance the knowledge and skills they gained in achieving the CeFS by applying them to the wider financial environment. It extends these to include areas such as sustainability in the wider financial services system, and the long-term effect of debt.

Medium Term Plan Title/Topic	Themes/Concepts	Key Core Knowledge Foci	Application/Skills Foci	Ambitious Tier 2/3 Vocabulary	Assessment	Independent Learning
LIBF - Unit 3 Topic 1 – Personal Financial Suitability	The Importance of sustainable personal finances, Individual budgeting and financial planning.	<ul style="list-style-type: none"> • Planning and achieving sustainable personal finances • Flexible financial planning • Budgets, cash flows and cash flow modelling • Setting priorities • Planning for contingencies • Using all appropriate financial products and services to help maintain suitable personal finances 	Students will be able to: <ul style="list-style-type: none"> • explain the importance of personal financial sustainability for individuals; • identify the measures that can be taken to support an individual's financial sustainability 	Assets, Bank rate, Budget, Credit union, Deficit, Disposable income, Individual savings account (ISA), Mortgage, Surplus, Sustainable personal finance	This course is examined by two end of unit external exams. <ul style="list-style-type: none"> • Section A Multiple choice exam • Section B Written exam <p>End of unit Quiz</p>	Ensure revision materials are completed.
Topic 2 – How the State Can Help	Understanding the need for state welfare, the benefits system and sources of financial help.	<ul style="list-style-type: none"> • The need for state welfare provision to support those in need • The range of help available under the benefits system in the UK. • Sources of financial advice available from government-funded and other providers to help those on low incomes. • Sources of help available to those in financial difficulty. 	Students will be able to: <ul style="list-style-type: none"> • Explain how the state benefit system can support an individual's financial suitability • Identify key sources of help to enable individuals to cope with unforeseen change. 	Attendance Allowance, Benefits Cap, Consumer Prices Index, Means testing, Welfare state.	End of unit Quiz	Ensure revision materials are completed.

Topic 3 – The Impact of External Factors	PESTEL and analysing data sources	<ul style="list-style-type: none"> Key external financial factors influencing financial performance and the effect on the consumer; Use PESTEL analysis to analyse an individual's financial situation; Analyse data sources to assess the impact of external financial factors. Discuss the implications of change. 	Students will be able to: <ul style="list-style-type: none"> Explain changes in external financial factors. Analyse external factors using the PESTEL framework Understand the effect of international Present the impact of external financial factors in the form of statistical tables, graphs and charts. 	Automatic credit transfer, Competition and Markets Authority (CMA), Credit crunch, Demographics, Digital Divide, Export Goods, Financial Conduct Authority (FCA), Financial Ombudsman Service (FOS), Financial Policy Committee (FPC), Financial Services Compensation Scheme (FSCS), Fiscal policy, Grey culture, Monetary Policy Committee (MPC), Prudential Regulation Authority (PRA), Youth culture	End of unit Quiz	Ensure revision materials are completed. Summary Activity Topic 1 - 3
Topic 4 – Monitoring and Adapting Personal Financial Plans	Establishing clear, measurable objectives and monitoring your financial plans. Adapting plans to changing circumstances	<ul style="list-style-type: none"> Understand the need to monitor personal budgets and adapt plans in response to changes in circumstances; Explain how to monitor budget variance. 	Students will be able to understand: <ul style="list-style-type: none"> The necessity of monitoring personal budgets. Methods of monitoring finances, including free online services and apps. Adapting personal financial plans in response to changes. 	Budget, deficit, surplus, variance, envelope budgeting, method, Loan to value, Re-mortgage.	End of unit quiz	Ensure revision materials are complete Flashcard Activity
Topic 5 – Good Debt, Bad Debt	The benefits and costs of borrowing, borrowing and Financial Footprints and cultural perceptions of financial products.	<ul style="list-style-type: none"> Understand the personal implications of debt, and borrowing solutions for individuals in different circumstances and from different cultures. 	Students will be able to understand: <ul style="list-style-type: none"> The benefits of debt The costs of debt The need to balance the benefits of debt against the costs. Different people's attitudes to debt. The financial footprint The ways in which debt can become a problem. 	Bankruptcy, Consolidation loan, County court judgment (CCJ), Credit card, Creditor, Debtor, Debt relief order (DRO), Equity, Financial footprint, Loan forbearance, Sharia law.	End of unit quiz	Ensure revision materials are completed. Summary Activity Topic 4-5
Topic 6 – The Impact of global events and ethics	Globalisation, social change and ethical considerations. Sustainability in the financial services sector.	<ul style="list-style-type: none"> Understand the impact of global events, developments and ethical considerations upon the financial services industry and ultimately the consumer. 	Students will be able to understand: <ul style="list-style-type: none"> The key external factors that affect and influence financial services providers Ethical issues in relation to the provision of financial services and products. 	Bank liquidity, Commodity, Corporate bond, CSR, European Commission, Exchange rate, Gilts, Global warming, GDP, Inflation, Interest rates, Offshoring, Outsourcing, Pandemic, Protectionism, Reshoring, Sub-prime mortgage, Toxic debt	End of unit quiz	Ensure revision materials are completed.
Topic 7 – The Impact of Recent Changes	Sustainable Economy and financial Services, getting Information and Advice and	<ul style="list-style-type: none"> Be able to identify and recent changes in the financial services industry 	Students will be able to understand:	Bitcoin, Boomerang generation, Challenger bank, Equity loan, Financial Services	End of unit quiz	Ensure revision materials are completed. Summary Activity Topic 6-7

	changes to providers and to products and services.	<ul style="list-style-type: none"> Explain the impact of these changes on personal financial sustainability 	<ul style="list-style-type: none"> The many changes in recent years to the financial services industry. The impact of these changes on personal financial sustainability. The positive changes to the way in which financial services providers do business. 	Compensation Scheme (FSCS), 'Help to Buy' equity loan scheme, Remuneration Code.		
LIBF Unit 4 Topic 1 – The Financial System	An overview of the financial system, trends in the financial sector and the sources and applications of funds.	<ul style="list-style-type: none"> Understand how financial services providers work. 	Students will be able to understand: <ul style="list-style-type: none"> The structure of the financial system including the variety of institutions. The role of the Bank of England and financial regulatory bodies. 	Competition and Markets Authority (CMA), Credit union, Friendly society, HM Treasury, Lloyd's insurance market, Mutual organisation, Oligopoly, Payday loan companies, Peer-to-peer (P2P) lenders, Retail banks.	End of unit quiz	Ensure revision materials are completed.
Topic 2 – Competition in the financial sector	The importance of competition and the consumer environment and the determination of consumer choice	<ul style="list-style-type: none"> Understand the competitive environment in which financial services providers operate. 	Students will be able to understand: <ul style="list-style-type: none"> The importance of competition and the need to promote competition. The consumer environment and the determination of consumer choice 	Bad competition, Barriers to entry, Concentration ratio, Customer inertia, Genuine competition. Good competition, Pressure group, Product complexity, Transparency, Wasteful competition.	End of unit quiz	Ensure revision materials are completed.
Topic 3 – Sustainability in the financial services sector	The sustainability in financial services system and individual providers within the financial services system.	<ul style="list-style-type: none"> Understand the importance of sustainability for financial services providers. 	Students will be able to understand: <ul style="list-style-type: none"> The meaning and importance of sustainability. 	Conduct, Deleveraging, Sustainability, Equator Principles, Ethical lending, Financial contagion, Leverage, Liquid assets, Moral hazard, Perilous debt, Speculators, Systemic risk.	End of unit quiz	Ensure revision materials are completed. Summary Activity Topic 1-3
Topic 4 – The Impact of the media on the sustainability of the financial services	How the media treat financial matters. Extreme reporting v balanced view.	<ul style="list-style-type: none"> Explain the impact of media coverage on the financial services industry's sustainability. 	Students will be able to understand: <ul style="list-style-type: none"> The relationship between the financial services sector and the media Extreme reporting v the balanced view 	Broadsheets, Expert bias, Financial press, Libor scandal, Mass media, Media bias, Middle-market press, Tabloid-format, Omission bias, Subjective bias, Teaser rate, Think tank.	End of unit quiz	Ensure revision materials are completed.
Topic 5 – External Influences on Financial Services Providers and their Products	The external environment and PESTEL analysis.	<ul style="list-style-type: none"> Understand the meaning of the external environment and PESTEL analysis. 	Students will be able to understand: <ul style="list-style-type: none"> The influence of external factors on financial services providers 	Digital exclusion, Financial exclusion, Financial inclusion, FTSE 100, General Data Protection Regulation (GDPR), Money laundering, Mortgage equity withdrawal, National	End of unit quiz	Ensure revision materials are completed. Vocabulary Activity

				Employment Savings Trust (NEST), Social inclusion.		
Topic 6 – The Impact of Change and Uncertainty on Financial Products	Change, uncertainty, risk and loss.	<ul style="list-style-type: none"> Understand that the world is ever changing and that external factors impact both the individual and the financial providers and institutions. 	<p>Students will be able to:</p> <ul style="list-style-type: none"> Analyse the impact of change and uncertainty on the products and services offered by financial services providers. 	Annual equivalent rate (AER), Annuity, Catastrophe bonds, Exogenous shocks, Ijara home purchase plan, Index-linked, Mortgage forbearance, Murabaha home purchase plan, Speculative risk, volatility.	End of unit quiz	Ensure revision materials are completed. Flash card activity Summary Activity Topic 4-6
Topic 7 – Marketing Materials and their Effectiveness	Targeting consumer groups with marketing materials and information. Ethics, sustainability, corporate social responsibility and environmental issues in marketing literature.	<ul style="list-style-type: none"> Analyse how financial providers will use marketing to attract and retain customers. Understand that providers will use marketing as a way of competing with other providers Understand that marketing and promotion is regulated to protect the customer. 	<p>Students will be able to understand:</p> <ul style="list-style-type: none"> The effectiveness of marketing materials produced by financial services providers. 	Advertising Standards Authority (ASA), Brand awareness.	End of unit quiz	Ensure revision materials are completed.
Topic 8 – Attracting, Retaining and Satisfying Customers	Managing the customer relationship when attracting and retaining customers.	<ul style="list-style-type: none"> Explain the importance of managing the customer relationship and analyse how providers attract and retain customers. How providers achieve customer satisfaction, including transactional selling and relationship marketing 	<p>Students will be able to understand:</p> <ul style="list-style-type: none"> understand the approaches used by financial services providers to attract, retain and satisfy consumers. 	Brand extension, Brand loyalty, Customer-led approach, Direct selling, Loss leader, Pareto principle, Relationship marketing, Unique selling point (USP).	End of unit quiz	Ensure revision materials are completed.
Topic 9 – Market Segmentation and Product Development	Meeting the needs, wants and aspirations of a market segment. Market research in financial services and the product development process.	<ul style="list-style-type: none"> Importance of meeting the needs, wants and aspirations of a market segment by means of add-ons and other benefits. Understand the product development process, including considerations of complexity and opacity, new v existing customers, and new products 	<p>After studying this topic students will be able to understand:</p> <ul style="list-style-type: none"> How market research helps financial services to meet the needs, wants and aspirations of customers. 	Cashback, Closed question, Cold calling, External secondary data, Focus group, Internal secondary data, Mystery shopping, Open-ended questions, Qualitative research, Quantitative research, Sampling, Telematics.	End of unit quiz	Ensure revision materials are completed. Summary Activity Topic 7-9