

## KS5 Curriculum Plan 2022-2023

		LP1	LP2	LP3	LP4	LP5
<b>Year 12</b>	<b>TOPIC</b>	<b>Unit 2 - Developing a Marketing Campaign - External</b> <b>Unit 3 - Personal and Business Finance – External</b>	<b>Unit 2 - Developing a Marketing Campaign - External</b> <b>Unit 3 - Personal and Business Finance – External</b>	<b>Unit 2 - Developing a Marketing Campaign - External</b> <b>Unit 3 - Personal and Business Finance – External</b>	<b>Unit 2 - Developing a Marketing Campaign - External</b> <b>Unit 3 - Personal and Business Finance – External</b>	<b>Unit 1: Exploring Business - Internal</b> <b>Unit 14: Investigating Customer Service – Internal</b>
	<b>Knowledge</b>	Unit 2 – Learning Aim A – The Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign.  Unit 3 – Learning Aim A – Students will understand the importance of managing personal finance.	Unit 2 - Learning Aim B – Students will use information to develop the rationale for a marketing campaign.  Unit 3 – Learning Aim B – Students will explore the personal finance sector.	Unit 2 – Learning Aim C - Planning and developing a marketing campaign.  Unit 3 – Learning aim C – Students will learn the purpose of accounting.  Unit 3 – Learning Aim D - Students will select and evaluate different sources of business finance.	Unit 2 - Part A is released two weeks before Part B is scheduled for learners to carry out research. Learners will take Part B in a supervised assessment in a single three-hour session timetabled by Pearson.  Unit 3 – Learning Aim E- Students will learn about Break-even and cash flow forecasts. Students will also learn the key formulas used in this topic, that will not be given in their external assessment.	Unit 1 - Learning Aim A – Students will explore the features of different businesses and analyse what makes them Successful.  Unit 14 – Learning Aim A – Students will explore how effective customer service contributes to business success.
	<b>Skills</b>	<p><b>Unit 2 - External</b> Students will examine the marketing aims and objectives for existing products/services. Students will use the internet to carry out appropriate research in relation to customers' needs and wants. Students will learn to use market research data and other information to make recommendations. Students will recommend the type of marketing campaign that a business should under-take. Students will be able to develop a marketing campaign with appropriate justification. Finally, part A is released two weeks before Part B is scheduled for learners to carry out research. Learners will take Part B in a supervised assessment in a single three-hour session timetabled by Pearson.</p> <p><b>Unit 3 – External</b> Learners will be able to explain the purpose and importance of business accounts and the different sources of finance available to businesses. Students will demonstrate knowledge and understanding of business and personal finance principles, concepts, key terms, functions and theories. Students will learn to apply knowledge and understanding of financial issues and accounting processes to real-life business and personal scenarios. Planning tools, such as cash flow forecasts and break-even, will be prepared and analysed.</p> <p><b>Unit 1 – Internal</b> Students will create a report that examines the features of two contrasting businesses, looking at how each is organised.</p> <p><b>Unit 14 –Internal</b> Students will learn to report and examine the customer service provision/process in a business and the value of delivering excellent customer service to support business success.</p>				
	<b>Key Vocab</b>	Loans, legal tender, means of exchange, objectives, products, services, research, needs and wants, expenditure, planning, methods and payment and borrowing	Data, marketing aims, marketing objectives. statistics, patterns, trends, campaigns, consumer protection, consumer advice, methods of banking and customer interaction.	Loans, mortgages, debentures, Marketing plans, the 4Ps, SWOT, PESTLE, internal, external, accountancy, recording transactions, budgets and timescales	Cash flow forecasting, break-even analysis, margin of safety, limitations, benefits, rationale, Industry, target audience and GANT charts.	National, local, global, organisational charts, aim, objectives, customer goals, customer complaints, customer service departments and customer service management.
<b>Year 13</b>	<b>TOPIC</b>	<b>Unit 1: Exploring Business</b> <b>Unit 14: Investigating Customer Service</b>	<b>Unit 1: Exploring Business</b> <b>Unit 14: Investigating Customer Service</b>	<b>Unit 1: Exploring Business</b> <b>Unit 14: Investigating Customer Service</b>	<b>Unit 1: Exploring Business</b> <b>Unit 14: Investigating Customer Service</b>	
	<b>Knowledge</b>	Unit 1 - Learning Aim B – Students will investigate how businesses are organised.  Unit 14 – Learning Aim B – Students will investigate the methods used to improve customer service in a business,	Unit 1 - Learning Aim C - Students will Examine the environment in which businesses operate.  Unit 14 – Learning Aim C - Investigate the methods used to improve customer service in a business	Unit 1 - Learning Aim D- Students will examine business markets.	Unit 1 - Learning Aim E – Students will investigate the role and contribution of innovation and enterprise to business success.	Year 13 students will leave after coursework is completed and their final external assessments are sat in the May examination window.
	<b>Skills</b>	<p>Unit 1 – Students will create a report on how their structures enable achievement of their aims and objectives. Students will create a report that examines the effects of the internal and external environment on a large business. Students will create a re-port on how their chosen business responds to changes. Learners will create a presentation that investigates the use of enterprise and innovation in an existing business.</p> <p>Unit 14 – Students will create a re-port that will include monitoring methods used to review the customer service provision and should draw on quantitative and qualitative data. Students will demonstrate customer service skills in at least three different business situations.</p>				
	<b>Key Vocab</b>	Flat, hierarchical, data, qualitative, quantitative, monitoring, communication, chains of command, company goals, research, feedback and management	Internal, external, organisation, Environment, internal customer, external customer, online, in person, customer service desk and departmental areas.	Economic changes, interest rates, new technology, political issues, environmental factors, social impacts, corporate social responsibility and competitor behaviour.	Innovation, enterprise, blue sky thinking, chance, product development, adaptations, market leaders, market changes, customer requirements and creativity.	