

Curriculum Plan 2024-25

		LP1	LP2	LP3	LP4	LP5
Year 12	TOPIC	Unit 1: Exploring Business - Internal	Unit 1: Exploring Business - Internal	Unit 2 - Developing a Marketing Campaign - External	Unit 2 - Developing a Marketing Campaign - External	Unit 1: Exploring Business - Internal
	Knowledge	Learning Aim A & B – Students will explore the features of different businesses and analyse what makes them Successful, and investigate how businesses are organised.	Learning Aim C & D- Students will examine the environment in which businesses operate and examine business markets	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 2 - Learning Aim B – Students will use information to develop the rationale for a marketing campaign.	Unit 2 – Learning Aim C - Planning and developing a marketing campaign. 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 1 - Learning Aim E – Students will investigate the role and contribution of innovation and enterprise to business success.
	Skills	Unit 1 – Internal Students will create a report that examines the features of two contrasting businesses, looking at how each is organised. Unit 2 - External 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.				
	Key Vocab	Flat, hierarchical, data, chains of command, company goals, research, feedback and management. organisational charts, aim, objectives, customer goals, customer complaints, customer service departments and customer service management.	, the 4Ps, SWOT, PESTLE, internal, external, accountancy, recording transactions, budgets and timescales. Economic changes, interest rates, new technology, corporate social responsibility and competitor behaviour.	Data, marketing aims, marketing objectives. statistics, patterns, trends, campaigns,	Marketing plan, budget allocations, marketing timescales, competitors.	Innovation, enterprise, blue sky thinking, chance, product development, adaptations, market leaders, market changes, customer requirements and creativity.
Year 13	TOPIC	Unit 3 - Personal and Business Finance – External	Unit 3 - Personal and Business Finance – External	Unit 8: Recruitment and Selection Process– Internal	Unit 8: Recruitment and Selection Process– Internal	
	Knowledge	Unit 3 – Learning Aim A – Students will understand the importance of managing personal finance. Unit 3 – Learning Aim B – Students will explore the personal finance sector. 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 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 8 - Learning Aim B- Students will undertake a recruitment activity to demonstrate the processes leading to a successful job offer	Unit 8 - Learning Aim C – Students will reflect on the recruitment and selection process and your individual performance.	Year 13 students will leave after coursework is completed and their final external assessments are sat in the May examination window.
	Skills	Unit 8 – Internal Students will create a re-port that will include why a business needs to recruit, the methods of recruitment and the interview processes. The students will participate in mock interviews. They will then reflect on their preformance in the interview. Unit 3 – External 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. Unit 2 - External 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.				
	Key Vocab	Loans, legal tender, means of exchange, objectives, products, services, research, needs and wants, expenditure, planning, methods and payment and borrowing	Loans, mortgages, debentures, Marketing plans, cash flow forecasting, break-even analysis, margin of safety, limitations, benefits, and consumer protection, consumer advice, methods of banking and customer interaction.	Reasons for recruitment, recruitment methods, legal and ethical considerations. Job application, job description, personal specification, application form, letter of application and CV.	Job interview, skills audits, interview skills, feedback, action plan.	