

Key Stage 5 Curriculum Overview

Subject: Business

Year 12

Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2	Assessment
<p>Unit 1 Exploring business. Learning aim E: investigate the role and contribution of innovation and enterprise to business success.</p> <p>Unit 1 Exploring business. Learning aim A explore the features of different businesses and analyse what makes them successful and B: investigate how businesses are organised.</p> <p>Unit 3: personal and business finance. Learning aim C: understand the purpose of accounting and D: select and evaluate different sources of finance</p>	<p>Unit 1: Exploring business. Learning aim A explore the features of different businesses and analyse what makes them successful and B: investigate how businesses are organised.</p> <p>Unit 3: personal and business finance. learning aim E: break-even and cash flow and F: complete statements of comprehensive income and financial position and evaluate a business' performance.</p>	<p>Unit 1: Exploring business. Learning aim C: examine the environment in which businesses operate and D: examine businesses markets.</p>	<p>Unit 3: Personal and business finance. Learning aim A: understand the importance of managing personal finance and B: explore the personal finance sector.</p>	<p>Unit 3 learning aim A, B, C, D, E, F</p>	<p>Unit 2: Developing a marketing campaign</p> <p>Learning aim A: introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign.</p>	<p>Unit 1: internally assessed coursework.</p> <p>Unit 3: externally assessed examination.</p>

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Year 13

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<p>Unit 2: Developing a marketing campaign</p> <p>Learning aim A: introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign.</p> <p>Learning aim B: using information to develop the rationale for a marketing campaign.</p> <p>Unit 22: Market research</p> <p>Learning aim A: examine the types of market research used in business.</p>	<p>Unit 2: Developing a marketing campaign</p> <p>Learning aim C: planning and developing a marketing campaign.</p> <p>Unit 22: Market research</p> <p>Learning aim A: examine the types of market research used in business.</p>	<p>Unit 22: Market research</p> <p>Learning aim B: plan and implement a market research activity to meet a specific marketing objective.</p> <p>Learning aim C: analyse and present market research findings and recommend process improvements.</p>	<p>Unit 22: Market research</p> <p>Learning aim B: plan and implement a market research activity to meet a specific marketing objective.</p> <p>Learning aim C: analyse and present market research findings and recommend process improvements.</p>	<p>Unit 2: Developing a marketing campaign</p> <p>Learning aims A, B, C</p>	<p>Unit 2: Developing a marketing campaign</p> <p>Learning aims A, B, C</p>	<p>Unit 22: internally assessed coursework.</p> <p>Unit 2: externally assessed examination.</p>