

Year 12 Business

Autumn Term

Unit 1: Exploring Business - Encourage learners to research and learn about local, national and international businesses in different sectors. Learners needed to look at the key ingredients for business success – how businesses are organised, how they communicate, the characteristics of the environment in which they operate, and how this shapes them and their activities. Learners will also look at the importance of innovation and enterprise to the success and survival of businesses, plus the associated risks and benefits. Specific Learning Aims of this Unit: • A1 Features of businesses. • A2 Stakeholders and their influence. • A3 Effective business communications. • B1 Structure and organisation. • B2 Aims and objectives. • C1 External environment. • C2 Internal environment. • C3 Competitive environment. • C4 Situational analysis. • D1 Different market structures. • D2 Relationship between demand, supply and price. • D3 Pricing and output decisions. Assessment is via official assignment and will be assessed as per criteria – no formative marking can be done as per exam board regulations. During teaching, students’ understanding will be assessed by teacher lead Q+A and appropriate interventions.

Spring Term

Unit 2: Developing a Marketing Campaign – This is a practical unit that allows learners to investigate the role that marketing plays in business success. Learners must develop a sound understanding of marketing concepts and how a marketing campaign is developed. Learners also need to be able to interpret and use data to suggest an appropriate marketing campaign for a business and justify why the campaign will suit the needs of the business. Consumers are bombarded with marketing messages on a daily basis. Our learners should be exposed to a wide range of examples of successful and less successful campaigns. In this way, they will learn what works and will be able to use successful examples as inspiration when they come to develop their own rationale and plan for a marketing campaign. Specific Learning Aims of this Unit: • Learning Aim A is an introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign. • Learning Aim B is using information to develop the rationale for a marketing campaign. • Learning Aim C is planning and developing a marketing campaign. Assessment is via an external assessment and will be assessed as per criteria over a 6 hour examination. During teaching, students’ understanding will be assessed by teacher led Q+A and appropriate interventions. Students will also complete a practise assessment which can be marked against criteria and full feedback provided.

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Unit 3: Personal and Business Finance – Is a traditional external written examination unit. Topic A – Understand the importance of managing personal finance – Learners will develop an understanding of personal finance and how their decisions can impact their credit rating. They will look at a wide number of aspects of personal finance including debt, bank accounts and student loans. Topic B – Explore the personal finance sector – Learners will explore the differences between all sources of finance, methods of saving and insurance against loss. Topic C – Understand the purpose of accounting – Learners must grasp the importance and methods that businesses use to complete accounts. Especially the importance of accuracy and the possible negative impacts inaccuracy. Topic D – Select and evaluate different sources of business finance – Learners need to be able to select and critically evaluate the source of finance based on the need and circumstance of the business. Topic E – Break-even and cash flow forecasts – Learners need to be able to complete and retrieve information from financial records. Learners should then be able to make recommendations based on this. Topic F – Complete statements of comprehensive income and financial position and evaluate a business's performance - this is the most technical aspect of this unit, learners must be able to use all appropriate account ratios and use these to make critical judgements about the businesses. Assessment is via an external assessment and will be assessed as per criteria over a 1hr 30 min examination. During teaching, students' understanding will be assessed by teacher led Q+A and appropriate interventions. Students will also complete end of topic assessments, these will overlap on all previous topics.

Unit 22: Market Research