

Curriculum Design 2024-25

BUSINESS							
		Term1		Term2		Term3	
		Term 1.1	Term 1.2	Term 2.1	Term 2.2	Term 3.1	Term 3.2
12	Theme						
	Concept	Exploring Business Marketing Managing an event Customer Service	Exploring Business Marketing Managing an event Customer Service	Exploring Business Marketing Managing an event Customer Service	Exploring Business Marketing Managing an event Customer Service	Exploring Business Marketing Managing an event Customer Service	Exploring Business Marketing Managing an event Customer Service
	Skills Knowledge	<p><u>Unit 1: Exploring Business</u> Business Ownership, Stakeholders, aims and objectives. Communication methods and its importance</p> <p><u>Unit 2: Marketing</u> Marketing objectives, Marketing message market segmentation, mass and niche markets branding, cost constraints on marketing activities, SWOT, PESTEL,</p>	<p><u>Unit 1: Exploring Business</u> Functional areas, business internal organisational structures. KPIs of Business success Assignment 1</p> <p><u>Unit 2: Marketing</u> Market intelligence, Market research, Validity and Reliability of data, The Product Lifecycle, Developing a rationale for a marketing campaign</p>	<p><u>Unit 1: Exploring Business</u> PESTEL, SWOT, Porters 5 Forces, Business Culture, Ethics,</p> <p><u>Unit 2: Marketing</u> Developing and planning a marketing campaign, Marketing Mix, Re-cap Marketing Message, Timescales, budgets and costings.</p>	<p><u>Unit 1: Exploring Business</u> Demand and Supply, Market Structure. Assignment 2</p> <p><u>Unit 2: Marketing</u> Rebecca's dairy revision of the syllabus through 6 hours of preparatory research. 3-hour mock examination</p>	<p><u>Unit 1: Exploring Business</u> Innovation and Enterprise, the benefits and how it impacts a business's success Assignment 3</p> <p><u>Unit 2: Marketing</u> Past paper practice, Vinyl Records, Starlight Cinema</p>	<p><u>Unit 1: Exploring Business</u> Presentation and skills and content evaluation</p> <p><u>Unit 2: Marketing</u> External examination, research and 3-hour exam</p>
Y12 Double (as above plus)	Skills Knowledge	<p><u>Unit 4: Managing an Event</u> Learning aim A: Explore the role of an event organiser Different tasks needed to be completed by an event organiser Different skills needed by an effective event organiser Common formats for skills audit collection</p> <p><u>Unit 14: Customer Service</u> Define customer service. Roles in customer service. The role of Teamwork in customer service. Rules and procedures in customer service. Different approaches to customer service</p>	<p><u>Unit 4: Managing an Event</u> Learning aim B: Investigate the feasibility of a proposed event Different types of events, and the factors affecting success Feasibility measures and critical success factors</p> <p><u>Unit 14: Customer Service</u> Customer expectations and keeping customers satisfied. The benefits of good customer service. Consumer protection legislation. The impact of consumer protection legislation on business</p>	<p><u>Unit 4: Managing an Event</u> Learning Aim C Develop a detailed plan for a business, or social enterprise event Event planning and the use of planning tools Factors to be considered, including budgets, resources, and contingency planning</p> <p><u>Unit 14: Customer Service</u> The methods used to improve customer service. Taking feedback from customers, monitoring and evaluating customer service</p>	<p><u>Unit 4: Managing an Event</u> Learning Aim D Stage and manage a business or social enterprise event Stage an event, demonstrating some relevant management Skills Demonstrate effective and safe management skills when organising and staging an event.</p> <p><u>Unit 14: Customer Service</u> KPIs and Indicators of improved customer service/performance in a business.</p>	<p><u>Unit 4: Managing an Event</u> Learning aim E: Reflect on the running of the event and evaluate own skills development Review the success of the event in meeting aims and objectives, achieving targets and receiving good feedback from stakeholders. Analyse the planning and running of the event, how risks and contingencies were managed, making recommendations for future improvements Final Assessment of all assignments including time to modify and print the unit. <u>Unit 14: Customer Service</u> Customer service skills and behaviours. Communication skills. Interpersonal skills, how to deal with customer complaints. Demonstrate own customer service skills. Evaluate own performance. SWOT, action/development plan to improve customer service skills.</p>	<p><u>Unit 4: Managing an Event</u> Finishing off. Making a start on the Year 13 units.</p> <p><u>Unit 14: Customer service</u> Finishing off. Making a start on the Year 13 units.</p>
	Wider Curriculum						

BUSINESS

		Term1		Term2		Term3	
		Term 1.1	Term 1.2	Term 2.1	Term 2.2	Term 3.1	Term 3.2
13 Single	Theme						
	Concept	Finance Recruitment and Selection International Trade Principles of management	Finance Recruitment and Selection International Trade Principles of management	Finance Recruitment and Selection International Trade Principles of management	Finance Recruitment and Selection International Trade Principles of management	Finance Recruitment and Selection International Trade Principles of management	Finance International Trade Recruitment and Selection Principles of management
	Skills Knowledge	<u>Unit 3: Finance</u> The functions and role of money. The importance of planning expenditure. Different payment methods and advantages/disadvantages. Different current accounts and students accounts and the advantages/disadvantages. Cash Flow forecasts. Identifying cash flow problems and finding solutions. The benefits and limitations of cash flow forecasts <u>Unit 8: Recruitment & Selection</u> The recruitment of staff, workforce planning, job centres, internal vs external advertising, on-line recruitment.	<u>Unit 3: Finance</u> Different types of borrowing and advantages/disadvantages. Savings and investment, advantages and disadvantages, risk and reward Break Even analysis. Calculating the breakeven point, margin of safety, using break even and the limitations and benefits of break-even analysis <u>Unit 8: Recruitment & Selection</u> The recruitment and selection process and associated documents	<u>Unit 3: Finance</u> Insurance products, features advantages/disadvantages. Financial institutions, features and adv/disadv. How banks communicate with customers and the advantages/disadvantages Information, advice and guidance of using each source. Statements of comprehensive income. Calculating profit and loss. Depreciation, adjustments, pre-payments and accruals <u>Unit 8: Recruitment & Selection</u> The selection process, interviews, testing. Ethical and Legal considerations in the recruitment process. Undertake a recruitment activity.	<u>Unit 3: Finance</u> The purpose of accounting. Capital and revenue income and expenditure. Sources of Finance and their appropriateness in different situations. Statement of financial position, current assets, current liabilities <u>Unit 8: Recruitment & Selection</u> Undertake a recruitment activity. Review and evaluate a recruitment activity.	<u>Unit 3: Finance</u> Measuring profitability liquidity, evaluation of financial performance. Past paper practice <u>Unit 8: Recruitment & Selection</u> Undertake a recruitment activity. Create an action plan to improve the recruitment and selection process	COMPLETION OF COURSE
	Wider Curriculum	Emerald Marketing presentation from visiting speakers		International Chamber of commerce visiting speaker			
Y13 Double		<u>Unit 6: Principles of management</u> Definitions and functions of management and leadership Business culture Management and leadership styles <u>Unit 5: International Trade</u> Import, export, multinational. The reasons that businesses trade internationally. Different types of markets and factors affecting choice. Financing international trade Support available for international business Globalisation features.	<u>Unit 6: Principles of management</u> Human resources management <u>Unit 5: International Trade</u> International trading blocs Barriers to international trade and reasons for protectionism and methods of protecting trade PESTEL SWOT analysis of a country. International business support systems.	<u>Unit 6: Principles of management</u> Motivation in the workplace Skills requirements Training and development Appraisal <u>Unit 5: International Trade</u> Cultural factors affecting a business and their impact on international trade	<u>Unit 6: Principles of management</u> Impact of change <u>Unit 5: International Trade</u> Examine strategic and operational approaches to developing international trade	<u>Unit 6: Principles of management</u> Quality management and standards <u>Unit 5: International Trade</u> Resource considerations in developing international trade.	COMPLETION OF COURSE
	Wider Curriculum						