



	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Y12 U1	Features of a Business Stakeholders Business organisational structure and aims and objectives	External environment Internal environment Competitive environment Situational analysis	Different market structures Relationship between demand, supply and price Pricing and output decisions	Role of innovation and enterprise Benefits and risks associated with innovation and enterprise	Assignment completion and resubmission	Introduction to Unit 2 Developing a marketing campaign
Y12 U3	Functions and role of money Different ways to pay Current accounts Managing personal finance	Features of financial institutions Communicating with customers Consumer protection in relation to personal finance Information guidance and advice	Purpose of accounting Types of income Types of expenditure Sources of finance	Cash flow forecasts Break-even analysis Statement of comprehensive income Statement of financial position Measuring profitability	Measuring liquidity Measuring efficiency Limitations of ratios Complete Unit 3 external examination component	



<p>Y13 U2</p>	<p>The role of marketing</p> <p>Influences on marketing activity</p> <p>Purpose of researching information to identify the needs and wants of customers</p> <p>Market research methods and use</p> <p>Developing the rationale</p>	<p>Marketing campaign activity</p> <p>Marketing mix</p> <p>The marketing campaign</p> <p>Appropriateness of marketing campaign</p>	<p>Completion of Unit 2 External Controlled Assessment</p>	<p>Customer Service in business</p> <p>Customer expectations & satisfaction</p> <p>Benefits of building customer relationships</p> <p>Customer legislation and regulations</p>	<p>Assignments and resubmission</p>	<p>Customer service legislation and regulations</p> <p>Indicators in improved performance</p>
<p>Y13 U14</p>	<p>Customer service skills and behaviours</p> <p>Dealing with customer service requests and complaints</p> <p>Individual skills audit and development plan</p>	<p>Assignment work and resubmissions</p>				

Curriculum Rationale: Pupils will learn and understand the knowledge and skills required to work in many aspects of business. Employers and professional bodies have been involved and consulted in order to confirm that the content is appropriate and consistent with current practice for learners planning to enter employment directly in the business sector, or to embark on degree courses relating to many aspects of business. The learning programme covers the following content areas: Business Environments; Finance; Marketing; Customer Service.