

Curriculum Map: Year 12 Business

	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
Topic	<p>Unit 1 Business LO1 - Understand different types of businesses and their objectives LO2 - Understand how the functional areas of businesses work together to support the activities of businesses</p> <p>LO3 - Understand the effect of different organisational structures on how businesses operate</p> <p>LO4 - Be able to use financial information to check the financial health of businesses</p>	<p>Unit 1 Business LO5 - Understand the relationship between businesses and stakeholders LO6 - Understand the external influences and constraints on businesses and how businesses could respond</p> <p>LO7 - Understand why businesses plan</p> <p>Unit 1 exam preparation</p>	<p>Unit 4 Business P1 – different types of customers P2 - Responding to customer needs P3/M1/D1 - Customer Service & Benefits to business P4 – Business communication</p>	<p>Unit 4 Business P5/M2 - Corporate Standards & Corporate Profile P10 - Legal Constraints/Ethical & Security issues P7 - Importance of listening Skills P6 - Non-verbal & verbal skills Role Play Preparation M3 - Review own use of non-verbal & verbal skills</p>	<p>Unit 4 Business P8 – Presentations P9- Written communications D2 – Adapting business messages to meet audience requirements</p>	<p>Unit 5 Business P1 – Explain the role of the marketing function in business P2 – Describe how carrying out marketing analysis can benefit a business Whole school market research project Unit 2 Business LO1 - Understand protocols to be followed when working in business</p>
Intent	<p>To develop an understanding of how and why businesses operate in the way they do. You will look at a range of different types of business and business structures and explore how the ownership of a business and its objectives are interrelated. You will learn about the importance of different functions within a business and how they work together. You will appreciate the influence different stakeholders can have on a business, and you will learn how to assess business performance</p>	<p>To understand the legal, financial, ethical and resource constraints under which a business must operate and how these can affect business behaviour. You will explore ways in which businesses respond to changes in their economic, social and technological environment, and the necessity for a business to plan.</p>	<p>In this unit you will learn the purpose, methods and importance of communication in business.</p>	<p>Focussing on the appropriateness of different forms of communication for different situations.</p>	<p>You will develop the skills that will help you create a rapport with customers and have the opportunity to practise and develop your business communication skills.</p>	<p>You will gain an in-depth understanding of primary and secondary market research methods used to inform marketing decision-making and any constraints on marketing activities. You will develop an understanding of the importance of selecting appropriate market research methods for market research proposals and you will be able to carry out market research, analyse the market research findings and present the findings</p>

Key Knowledge	Types of businesses and their objectives The main functional areas in a business Organisational structures Financial information	Business and stakeholders External influences and constraints on business Business planning	Different types of customers that a business may face and the importance of responding to customer needs	The constraints on business communications The ethical issues faced The importance of listening skills in customer service	Business presentations Customer service role play Presenting business communication in a written format	Understanding the marketing function in business Understanding the benefits to a business of completing a competitor analysis
Key Skills	Oracy, Communication, Problem solving, Numeracy	Oracy, Communication, Problem solving, Numeracy	Oracy, Communication, Problem solving, Numeracy	Oracy, Communication, Problem solving, Numeracy	Oracy, Communication, Problem solving, Numeracy	Oracy, Communication, Problem solving, Numeracy
Key Vocabulary	Primary / secondary sector organisations HR/Sales/Marketing/R&D functional areas Flat/tall/centralised/matirx organisational structures Cash flow forecasts / income statements	Internal / external stakeholders External influences such as politics / ethics / the economy / legislation Business plan and the contents	Customers Customer service Repeat custom Competitive advantage	Corporate Legislation GDPR Copyright Ethics	Presentation Written communication	Marketing Market research Primary / secondary market research Quantitative and qualitative data Sampling methods
Key Reading	BBC News ORC CT Textbook	BBC News ORC CT Textbook	BBC News ORC CT Textbook	BBC News ORC CT Textbook	BBC News ORC CT Textbook	BBC News ORC CT Textbook
End Point	Competent in answering MPQ and longer response exam questions and complete topic assessment	Competent in answering MPQ and longer response exam questions and complete topic assessment	Competent in providing a detailed response worthy of pass, merit or distinction level	Competent in providing a detailed response worthy of pass, merit or distinction level	Competent in providing a detailed response worthy of pass, merit or distinction level	Competent in providing a detailed response worthy of pass, merit or distinction level
Form of Assessment	Lo1, Lo2, Lo3 and Lo4 class test	Lo5, Lo6 and Lo7 class test and Unit 1 external exam	Completion of coursework tasks: P1, P2, P3, P4, M1 and D1	Completion of coursework tasks: P5, P6, P7, P10, M2 and M3	Completion of coursework tasks: P8, P9 and D2	Completion of coursework tasks: P1 and P2
Enrichment Opportunities	Term 2: Visit to Great Victoria Hotel					
Leadership Opportunities	Chances to formally present and take ownership of that process in P8 presentation task					