

Vision summary/ Curriculum intent: CT Level 3 Business

Week	Unit	Year 12	Assessment	Homework	Unit	Year 12	Assessment	Homework
1	Unit 1	1.1 different types of business activity, i.e. -• primary -secondary - tertiary	Business Activity Exam Question	BOOKLET Questions	Unit 5	What is marketing?	P1	Define marketing
2		1.2 different sectors of operation, i.e. -• private • public • third sector		BOOKLET Questions				Explain the importance of marketing to Office Lunches
3		1.3 different forms of legal business ownership, i.e. • sole trader • partnership • private limited company • public limited company • state/government owned • charity/not-for-profit • community interest companies (CIC)	Exam Question	BOOKLET Questions				Changes to P1
4		1.4 factors which inform business ownership, i.e. • legal status • liability • funding • control/decision making • legal/administrative requirements		BOOKLET Questions		Define market analysis and different types		
5		1.5 differing business aims and objectives, i.e. • survival • financial, i.e. o break-even o increase revenue o reduce cost o make profit	Exam Question	BOOKLET Questions		Market analysis	P2	Explain the benefits to Office Lunches
6		growth, i.e. o physical expansion o increase in market share o increase provision		BOOKLET Questions				Changes to P2
7		reputation (e.g. quality, offering value for money, being ethical, social responsibility, being environmentally friendly) • being enterprising (e.g. own boss, pursue own interests, being competitive)	Exam Question	BOOKLET Questions				Identifiication of ways that existing businesses monitor the success of their marketing
8		2.1 key tasks of functional areas of businesses, i.e. • finance • marketing • sales • human resources (HR) • operations management • customer services • business support services • research and development • purchasing/procurement		BOOKLET Questions		Monitoring effectiveness	P3	Changes to P3
October								

9	Unit 1	2.2 how business functions interrelate with other business functions		BOOKLET Questions	Unit 5	Marketing Campaign	M1	Research a successful marketing campaign
10		3.1 different organisational structures, i.e. <ul style="list-style-type: none"> <li>• flat structures</li> <li>• hierarchical/tall structures</li> <li>• centralised</li> <li>• decentralised</li> <li>• matrix</li> </ul>	Exam Question	BOOKLET Questions				Relate how a successful marketing campaign should work to OL
11		3.2 elements of organisational structures, i.e. - <ul style="list-style-type: none"> <li>• division of work</li> <li>• span of control</li> <li>• chain of command</li> </ul>		BOOKLET Questions				Changes to M1
12		3.3 how the elements of the organisational structures - impact on businesses operations, i.e. <ul style="list-style-type: none"> <li>• communication paths</li> <li>• accountability, authority and responsibility</li> <li>• delegation</li> <li>• empowerment</li> </ul>	Exam Question	BOOKLET Questions		Constraints on Marketing	P4	Describe the key constraints and their impact upon OL
13		3.4 the use of organisation charts to show: <ul style="list-style-type: none"> <li>• elements of the organisational structure</li> <li>• the status of different levels of job role, i.e. <ul style="list-style-type: none"> <li>o chief executive</li> <li>o directors</li> <li>o managers</li> <li>o supervisors</li> <li>o assistants/operatives</li> </ul> </li> </ul>		BOOKLET Questions				Describe the key constraints and their impact upon OL
14		4.1 what is meant by the terms: <ul style="list-style-type: none"> <li>• cost (including fixed and variable costs)</li> <li>• revenue</li> <li>• cash flow</li> <li>• net cash flow</li> <li>• profit</li> <li>• break-even</li> <li>• margin of safety</li> </ul>	Exam Question	BOOKLET Questions				Changes to P4
15		4.2 how to calculate: <ul style="list-style-type: none"> <li>• profit/loss</li> <li>• break-even point/output</li> </ul>		BOOKLET Questions		Overview of P1-4		Final adjustments to first tasks
Christmas								
16	Unit 2	4.3 how to interpret financial statements, i.e. <ul style="list-style-type: none"> <li>• an income statement</li> <li>• a statement of financial position</li> </ul>		BOOKLET Questions	Unit 6	Market research proposal	P5	Construct a market research proposal for OL
17		5.1 who the main stakeholders are, i.e. <ul style="list-style-type: none"> <li>• internal stakeholders</li> <li>• external stakeholders and their objectives</li> </ul>	Exam Question	BOOKLET Questions				Changes to P5
18		5.2 the ways in which different stakeholder groups attempt to alter business behaviour		BOOKLET Questions		Questionnaire Design	P6	Develop questionnaire and post on Teams

19	Unit 1	5.3 how businesses respond to the different and sometimes conflicting objectives of different stakeholders	Exam Question	BOOKLET Questions	Unit 5	Results analysis	P6	Analysis of questionnaire results and implications for OL
20		5.4 the consequences to a business of not listening to its stakeholders		BOOKLET Questions				Changes to P6
21		6.1 the factors which comprise the external business environment, i.e. <ul style="list-style-type: none"> <li>• social factors</li> <li>• technological factors</li> <li>• economic factors, i.e. <ul style="list-style-type: none"> <li>o interest rates</li> <li>o exchange rates</li> <li>o inflation</li> <li>o unemployment</li> <li>o taxation</li> </ul> </li> <li>• environmental factors</li> <li>• political factors</li> <li>• legal factors, i.e. <ul style="list-style-type: none"> <li>o the impact of current legislation on business operations, i.e.</li> </ul> </li> </ul>	Exam Question	BOOKLET Questions		Secondary research	P6	Explore areas to cover in secondary research. Consider competitors, demographics of local population, health and environmental concerns
February								
22		-Business Framework .i.e.Companies Act <ul style="list-style-type: none"> <li>• Partnership Act</li> <li>☒ Consumer protection, i.e. <ul style="list-style-type: none"> <li>• Sale and Supply of Goods Act</li> <li>• Supply of Goods and Services Act</li> <li>• Consumer Protection Act</li> </ul> </li> <li>☒ Employee protection, i.e. <ul style="list-style-type: none"> <li>• Equality Act</li> <li>• Health and Safety at Work Act</li> <li>• Working Time Directive</li> <li>• National Minimum Wage Act</li> </ul> </li> <li>☒ Data Protection Act</li> <li>☒ Copyright, Designs and Patents Act</li> <li>☒ Planning permission then understanding the implications of a business failing to meet legal requirements</li> </ul>		BOOKLET Questions		Secondary research	P6	Changes to P6 (secondary)

23	Unit 1 ethical factors, i.e. o ways in which a business can act ethically, i.e. ☑ as an employer (e.g. not exploiting workforce, no child labour, pay above minimum wage, living wage, fair working practices) ☑ as a trader (e.g. fair trade, fair prices) ☑ environmentally friendly (e.g. waste management, recycling, carbon emissions, transport miles, energy use) ☑ sustainability (e.g. fossil fuels, land management, green energy) ☑ corporate social responsibility activities (e.g. charity donations, humanitarian aid, health and welfare schemes, sponsorship of sport/educational/ cultural events) o the impact on a business and its stakeholders of operating ethically o the consequences for a business and its stakeholders of not operating ethically • competitor factors	Exam Question	BOOKLET Questions	Unit 5 Assessing accuracy / validity of results	P7	Assess the accuracy and validity of data collected
24	6.2 to identify how the external environment can impact on a business and its stakeholders		BOOKLET Questions			Changes to P7
25	6.3 how businesses can respond to changes in their external environment	Exam Question	BOOKLET Questions	Unit 5 Assessing advantages and disadvantages of research		Consider advantages of primary research methods used.
26	7.1 why businesses plan, i.e. • to survive/avoid business failure • to develop business ideas o where business ideas come from (e.g. problem solving, innovation or accidental discovery, from employees, inventors, entrepreneurs) • to avoid unnecessary risk o attitude to risk and uncertainty • to meet objectives		BOOKLET Questions			Consider advantages of secondary research methods used.
27	7.2 to determine appropriate sources of finance for businesses, i.e. • savings • reserves • overdraft • loan • mortgage credit card • hire purchase • trade credit • venture capitalist • share issue • crowd-funding	Exam Question	BOOKLET Questions		M2	Changes to M2
Easter						

28	Unit 1	7.3 what may be included in a business plan, i.e. <ul style="list-style-type: none"> <li>• identification of a product or service</li> <li>• the unique selling point</li> <li>• how to protect a product/service</li> <li>• prioritisation of business objectives</li> <li>• results of market research that has been carried out including competitor analysis</li> <li>• identification of financial requirements (e.g. cash flow forecast, the sources of finance to approach)</li> <li>• identification of resource requirements (e.g. finance, number of employees, skills of employees, premises requirements and location)</li> </ul>		BOOKLET Questions	Unit 5	Recommended improvements to techniques	M3	Make recommendations for further research / adjustments to research methods that have been used.
29		8.1 factors affecting the success/failure of a business, i.e. <ul style="list-style-type: none"> <li>• financial</li> <li>• non-financial</li> <li>• short-term</li> <li>• long-term</li> </ul>	Exam Question	BOOKLET Questions				Changes to M3
30		8.2 how to conduct a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis		BOOKLET Questions		Justification of questionnaire design	D1	Evaluation of questionnaire in terms of sequence and importance of each question
31		8.3 how to interpret business performance, i.e. <ul style="list-style-type: none"> <li>• financial analysis</li> <li>• assessment of non-financial data</li> <li>• comparison with organisational objectives</li> <li>• comparison with industrial averages</li> <li>• comparison with similar businesses</li> <li>• trends over time</li> <li>• methods used to improve business performance</li> </ul>	Exam Question	BOOKLET Questions				Changes to D1
32		RECAP Unit 1						Recommendations for OL
Whitsun								
33	Unit 4	P1*: Explain who the customers of a specific business are and what influences their behaviour	P1	P1	Unit 2	Introduction to unit specification /workbook		
34		P2*: Describe actions that a specific business has taken in response to the differing needs of its customers	P2	Corrections				
35		P3*: Explain the range of customer services a specific business provides and how each area of the business has responded to the n	P3	P3				
36		M1: Analyse the benefits to a specific business and to its customers of maintaining and developing customer service	M1	Corrections				
37		D1: Recommend and justify changes to the customer service provided by a specific business in order to improve the customer experience	D1	M1/D1				Past exam paper
38		RECAP ASSIGNMENT 1		Corrections				
39	RECAP ASSIGNMENT 1		Corrections					

Week	Unit	Year 13	Assessment	Homework	Unit	Year 13	Assessment	Homework
1	Unit 4	MOP UP UNIT 4 ASSIGNMENT 1 TASKS		Corrections	Unit 2	Understand the different approaches to organisation structure		Learn key terms
2		P4*: Assess whether or not the form, style and layout of different communications are suitable for the intended audience and purpose	P4	Corrections		Apply knowledge of controls on advertising to a business scenario	Exam question	
3		P5*: Summarise the corporate standards and corporate profile of a specific business and explain their importance to that business	P5	P4/P5		Understand the different elements of employment law and the impact that they have on a workforce	Presentation	Complete notes
4		M2: Explain how a specific business manages its corporate profiles through media activity	M2	Corrections		Understand the term <b>professional etiquette</b> and how different organisations have different expectations	Past exam paper	
5		RECAP ASSIGNMENT 2 TASKS		M2		Develop an understanding of the stages involved in organising an effective meeting	Practical, research-based activity	Exam paper corrections
6		P6*: Demonstrate non-verbal and verbal skills when communicating with a specific customer	P6	Corrections		Identify other factors that affect the arrangement of business meetings	Practical, research-based activity	Assignment

7		P7*: Explain the importance of listening skills in building a rapport with specific customers	P7	P6/P7	Explain the steps involved in making travel and accommodation arrangements for employees	Practical, research-based activity	Assignment
8		M3: Review own use of non-verbal and verbal skills when communicating with a specific customer and suggest improvements	M3	Corrections	Understand and use the main documents that are involved in business meetings	Past exam paper	
<b>October</b>							
9		RECAP ASSIGNMENT 3 TASKS		M3	Financial documents		Exam paper corrections
10		P8*: Structure and deliver a verbal business communication so that its content and type of communication is appropriate	P8	P8	Transaction documents		Research further docs
11		P9*: Structure a written business communication so that its content and type of communication is appropriate for its audience and purpose	P9	Corrections	Recognise the importance of prioritising tasks and how to tackle the organisation of workload	Exam questions	Revision
12	Unit 4	M4: Review own use of verbal and written skills when communicating business messages and recommend improvements	M4	M4	Understand appropriate communication methods for different situations	Past exam paper	Practice document questions
13		D2: Justify how to adapt the structure, method of delivery and any other considerations to convey a business message for differing audience requirements	D2	Corrections	Understand the characteristics of good business communication		Exam paper corrections
14		P10*: Describe the legal constraints, ethical and security issues faced by a specific business in relation to sharing and storing business communications	P10	D2	Recognise the importance of recruitment documentation and what must be included		Revision
15		RECAP UNIT 4 TASKS		Corrections	Revision	Past exam paper	Exam paper corrections
<b>Christmas</b>							
					Unit 2		

16	Unit 20	P1*: Outline your proposal for allocation of responsibilities and use it to agree who does what	P1	P10	Unit 2	External exam	
17		P2*: Set objectives and success criteria for the business event	P2	Corrections	Unit 20	Students will be supported in their completion of Unit 20	
18		P3*: Prepare a plan for the business event, including evidence of consideration of legal, ethical and budget requirements	P3	P2			
19		M1: Describe the factors influencing the decisions made when planning the business event	M1	Corrections			
20		D1: Justify the decisions made when planning the business event, giving reasons why alternative options were rejected	D1	M1/D1			
21		P5*: Carry out pre-event tasks in line with the business event timeline	P5	Corrections			
February							
22	Unit 20	P6*: Provide support to both attendees and support staff during the running of the business event	P6	P5	Unit 20	Students will be supported in their completion of Unit 20	
23		P7: Select method and format(s) for obtaining feedback and use your chosen method and format(s) to collect it		P7			
24		P8*: Evaluate the business event against its success criteria	P8	P7/P8			
25		M2: Assess the effectiveness of the method, format and timing used to gather feedback for the business event	M2	Corrections			
26		D2: Recommend and justify improvements to the planning and running of future business events	D2	M2/D2			
27		P9: Review own performance in supporting the event, identifying strengths and areas for improvement	P9	Corrections			
Easter							