

Unit 2 Business and Enterprise					Unit 3 Task 2										Unit 3 Task 3		
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16	Week 17	Week 18
3.1 Business plan section 1 :Company description 3.2 Working on FAR using DIRT	3.3 Business plan section 2: Marketing Analysis3.4 Working on FAR using DIRT	3.5 Business plan section 3: Marketing 3.6 Working on FAR using DIRT	3.7 Business plan: Section 4 People and Operations 3.8 Working on FAR using DIRT	3.9 Business plan section 5: Financial analysis 3.10 Working on FAR using DIRT	3.11 Business plan section 6 -EVALUATION OF PROJECT 3.12 Working on FAR using DIRT	3.13 Complete learner log fully, check through all work 3.14 Working on FAR using DIRT throughout whole project	3.15 present business plans to class/peer assess 3.16 Present business plans to class/peer-assess	Re-teach some unit 2 topics dependent on gaps in knowledge identified	Re-teach some unit 2 topics dependent on gaps in knowledge identified	Re-teach some unit 2 topics dependent on gaps in knowledge identified	Re-teach some unit 2 topics dependent on gaps in knowledge identified	Re-teach some unit 2 topics dependent on gaps in knowledge identified	Re-teach some unit 2 topics dependent on gaps in knowledge identified	Re-teach some unit 2 topics dependent on gaps in knowledge identified	Analyse synoptic project	Analyse synoptic project	Analyse synoptic project
By the end of this task students will: understand the 4P's of the Marketing Mix Apple the 4P's of the marketing mix to a business					By the end of this task, students will: Understand the importance of self-evaluation										By the end of this task, students will: Have thoroughly analysed the synoptic project, read the guidelines and made a plan on how to approach the project		
Homework: Research the industry profile for the bread market in the UK and competition in order to write this up in lesson					Homework: Carry out evaluation at home; update learner logs at home; carry out topic specific homework to enhance knowledge and understanding of the topic itself										Homework: Carry out some background research, industry profile etc on the synoptic casr study/business provided		
Key Vocab: Marketing mix, Boston matrix, recruitment and selection, internal/external advertising					Key Vocab: Marketing, finance, operations										Key Vocab: Industry, marketing, operations		
Curriculum links: Recruitment links to Character & Culture - preparing for careers in future life Link to English Language - writing up projects using connectives, adjectives etc					Curriculum links: Links to English Language; links to Maths- financial calculations/accuracy										Curriculum links: Links to English Language; links to Maths- financial calculations/accuracy		

Unit 2 Task 1							Unit 2							Unit 2				
Week 19	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25	Week 26	Week 27	Week 28	Week 29	Week 30	Week 31	Week 32	Week 33	Week 34	Week 35	Week 36	Week 37
1.36 Complete business plan session 1: Company description 1.37 Work on FAR using DIRT and complete business plan session 1: Company description	1.38 Complete business plan session 1: Company description 1.39 Work on FAR using DIRT and complete business plan session 1: Company description	1.40 Complete business plan section 2 Marketing Analysis 1.41 Carry out DIRT and complete business plan section 1: Company description	1.42 Complete business plan section 2 Marketing Analysis 1.43 Carry out DIRT and complete business plan section 1: Company description	1.44 Complete business plan section 3 Marketing 1.45 Carry out DIRT and complete business plan section 3 Marketing	1.46 Complete business plan section 3 Marketing 1.47 Carry out DIRT and complete business plan section 3 Marketing	1.48 Complete business plan section 4 People & Operations 1.49 Carry out DIRT and complete business plan section 4	1.50 Complete business plan section 4 People & Operations 1.51 Carry out DIRT and complete business plan section 5	1.52 Complete business plan section 5 Financial analysis 1.53 Carry out DIRT and complete business plan section 3 Marketing	1.54 Complete business plan section 5 Financial analysis 1.55 Carry out DIRT and complete business plan section 3 Marketing	1.56 Complete section 6 EVALUATION of project 1.57 Evaluation of project	1.58 Evaluation of project 1.59 DIRT on evaluation	1.60 Check through all work and make final changes ready for submission	1.62 Check through all work and make final changes ready for submission	1.64 Check through all work and make final changes ready for submission	1.66 Check through all work and make final changes ready for submission	1.68 Check through all work and make final changes ready for submission	1.70 Check through all work and make final changes ready for submission	1.80 Complete and sign all paperwork - SUBMIT FOR REVIEW
By the end of this task students will have: Described the background of the business; research the market for the industry; analyse the marketing mix and apply it to the business							By the end of this task students will have: Completed all sections of business plan; evaluated their own performance							By the end of this task students will have: completed synoptic project and submitted for review				
Homework: Research the industry profile of the business - find out statistics and market share of the industry - niche market							Homework: Check through all work and make any updated changes to work reflecting on feedback							Homework: Check through all work and make final changes to work reflecting on feedback				
Curriculum links: Links to English Language; links to Maths- financial calculations/accuracy							Curriculum links: Links to English Language; links to Maths- financial calculations/accuracy							Curriculum links: Links to English Language; links to Maths- financial calculations/accuracy ; cultural resources				

Week 38	Week 39
1.80 Complete and sign all paperwork - SUBMIT FOR REVIEW	1.80 Complete and sign all paperwork - SUBMIT FOR REVIEW
Completed their unit 2 or review	
any updated changes back	
links to Maths- financial aspect - C&C	