

Unit 1 Exploring Business: Assignment 1							Unit 1 : Assignment 2							Unit 1 : Assignment 3				Re-submission weeks	
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	Week 19	Week 20
Induction lesson - introduction to Unit 1 ; Features of businesses	Features of contrasting businesses; Research then write these up (P1 + DIRT)	Explain how two contrasting businesses are influenced by stakeholders - Research and write these up (P2)	Assess the relationship and communication with stakeholders of two contrasting businesses using independent research (M1)	Explore organisation structures, aims & objectives (M2 + DIRT)	Evaluate the reasons for success of two contrasting businesses (D1 + DIRT)	Make final changes (DIRT), write up authentication sheets - unit 1 submission	Internal and external factors affecting the competitive environment (P4+DIRT)	Effects of the business environment on a given business (M3 + DIRT)	Extent to which the business environment affects businesses - using Situational analysis i.e SWOT, PESTLE, Porters (D2 + Research + DIRT (P5)	Using a variety of techniques to undertake situational analysis on chosen business) Research + DIRT (P5)	Market structures and influences on supply and demand affecting pricing and output decisions (P6+DIRT)	How businesses respond to changes in the market (M4 + DIRT)	Evaluating changes in the market and and how the business may react to future changes (D3 + DIRT) Submit	Research and find examples of businesses carrying out successful innovation and how it contributes to the success of the business (P7 + DIRT)	Analyse how successful the use of innovation has been for a given business (M5 + DIRT)	Justifying the use of innovation and enterprise in relation to a changing market and structure (D4)	Justifying the use of innovation and enterprise in relation to a changing market and structure (D4+ DIRT) Submit Assignment 3	Re-submit Time	Re-submit Time
By the end of this task, students will be able: To identify the features of different types of businesses; analyse the importance of communication within stakeholders; list some aims and objectives of businesses; carry out a detailed SWOT analysis, PESTLE analysis and Porters five Forces, students will also be able to evaluate the how supply and demand affecting pricing and output decisions on a given business							By the end of this task, students will be able: To discuss the internal and external factors affecting the competitive environment ; analyse the effects of the environment, evaluate the extent to which the business environment is affected							By the end of this task, students will be able: To provide examples of how businesses innovate, explain how they innovate successfully providing relevant evidence from research undertaken					
Key words/vocab: Stakeholders, internal, external, communication, sole traders, partnership, PLC LTD, franchise, cooperatives, SWOTanalysis, Political, Economic, Social, Technological, Environmental, Ethical, Legal, Limited Companies, supply and demand							Keywords/vocab: competitive environment, Collaborators, customers, competitors, wholesalers, CSR, corporate culture, inflation, fiscal, USP, branding, communication, demographic trends							Key words/vocab: Innovation, enterprise, adding value, unique selling point, mass and niche market, Lateral, blue-sky thinking, serendipity, branding					
Homework: Complete assignment 1 and undertake the relevant research on your chosen business							Homework: To complete research and finish assignment 2 for submission							Homework: Complete assignment 3 ready for submission; carry out thorough research on examples of innovative products in your chosen business					
Curriculum links: English language - Use of complex vocabulary and connectives, link to Economics and Law when covering regulations, policies (health and safety act)ByBy							Curriculum links: English language - use of connectives, analysis, key vocab. Maths - adding value working out percentage mark up price of products							Curriculum links: English language - use of connectives, analysis, key vocab. Maths - adding value working out percentage mark up price of products					

Cultural Capital: developing an understanding of the work place and business structures

Social, Moral, Spiritual and Cultural Development: learning to meet deadlines and manage their own social time in order to complete coursework. Learning that various internal and external influences effect businesses

Cultural Capital: Learning about the recent development of technology and how it has changed organisations all around us and how companies and staff operate, thinking about future directions and job opportunities

Fundamental British Values: Employment Law and Discrimination: Business structures and shareholders, legal business ownerships and obligations

Level	Category	Title	Organization	Year
1/2	AD3/2985/3	NEFE Level 1/2 Technical Award in Business and Enterprise	NEFE	2023

Unit 2 Developing a Marketing Campaign															
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
Introduction to Unit 2 Developing a Marketing Campaign, understanding the role of marketing e.g: Meeting needs and wants of customers								Promotional advertising i.e guerilla marketing, use of social media, product placement, corporate image,							
Internal and external influences on marketing activities e.g: Cost, time, resources								Place - distribution channels, direct, agent, wholesalers, evaluation of these							
Purpose of researching information to identify needs and wants of customers, primary and secondary research								Selecting the appropriate marketing mix, content of the marketing mix, relevance to whole aims and objectives							
Appropriateness of market research - validity, reliability, accuracy - quantitative and qualitative data								Selecting appropriate media, allocation of the campaign budget, using appropriate tools to plan budget							
Planning and developing a marketing campaign, selecting appropriate aims and SMART objectives, situational analysis								Time-scales for the campaign including monitoring, how the campaign is to be evaluated							
Use of research data to determine target market - use of research data to conduct competitor analysis								Appropriateness of marketing campaign, how far the marketing activity reinforces and supports brand value							
Extended Marketing Mix - Product, Price, Place, Promotion, People, Processes, Physical Environment								Sustainability of market activities e.g: CSR, ethics; flexibility of the campaign to enable response to both internal and external changes							
Product development, pricing strategies i.e price skimming, loss-leader, penetration, promotional								Relevance to organisational goals, appropriateness to target market							
<p style="text-align: center;">By the end of this task, students will be able:</p> <p style="text-align: center;">To understand the role of marketing; to explain the internal and external influences on marketing activities used by businesses; to evaluate the validity and reliability of business research, to apply the marketing mix to a business of your choice</p>															
<p style="text-align: center;">By the end of this task, students will be able:</p> <p style="text-align: center;">Discuss the different promotional advertising that will be relevant for certain businesses, identify the different distribution channels, evaluate the feasibility of these channels, evaluate a business using the extended marketing mix tool, accurately select and budget using gantt chart tools</p>															
Key words: PESTLE, mass, niche, segmentation, Primary, secondary, quantitative, qualitative data, product life cycle, SWOT, marketing mix, pricing strategies - skimming, competitive, psychological, loss leader, penetration pricing								Keywords/vocab: gantt chart, budgeting, timescales, marketing message, rationale, media sustainability, legal/ethical considerations, target markets							
Homework: to carry out PESTLE analysis and SWOT analysis of your chosen business by conducting research; create Gantt chart for your business								Homework: To finish off the gantt chart at home with all relevant timescales							
Curriculum links: English language - use of connectives, analysis, key vocab. Maths - adding value working out percentage mark up price of products - IT - use of Excel and software such as Gantt Project Software								Curriculum links: English language - use of connectives, analysis, key vocab. Maths - adding value working out percentage mark up price of products							



							Unit 8 Recruitment and Selection assignment 1					
Week 37	Week 38	Week39	Week 40	Week 41	Week 42	Week 43	Week 44	Week 45	Week 46	Week 47		
Legal and ethical considerations e.g: sustainability, corporate social responsibility	Recap on budgeting - i.e Gantt charts, timescales	Write up six pages of pre-release case study notes in preparation for the exam	Write up six pages of pre-release case study notes in preparation for the exam	Revision for unit 2 exam, exam questions, guided revision with resources available	Revision for unit 2 exam, exam questions, guided revision with resources available	Unit 2 exam	Unit 8 Recruitment and selection introduction assignment 1 P1 Describe the recruitment process of a large business	P2 Ethics within recruitment such as the 9 protected characteristics, Equality Act 2010	M1 Analysing recruitment and selection methods (Research + write-up)	D1 Success of recruitment - how the process leads to success, Cover market share, profits, turnover, absenteeism		
<p>By the end of this task, students will be able:</p> <p>to describe the relevance to organisational goals and choose an appropriate target market for an business, consider legal and ethical considerations in line with CSR, allocate appropriate budgeting methods using softwares such as the Gantt Project Software</p>							<p>By the end of this task, students will be able:</p> <p>To describe the recruitment and selection process of a large business; to analyse the recruitment methods of the business; to evaluate how these methods lead to success</p>					
<p>vocab: gantt chart, budgeting, timescales, marketing message, rationale, media sustainability, legal/ethical considerations, target markets</p>							<p>Keywords/vocab: recruitment, selection, workforce planning, internal/external advertising, job centres, agencies</p>					
<p>work: Revise for the unit 2 marketing exam, ensure notes are complete upto standard</p>							<p>Homework: To finish assignment 1 ready for submission</p>					
<p>links: English language - use of connectives, analysis, key vocab. Maths - adding value working out percentage mark up price of products</p>							<p>Curriculum links: English language - use of connectives, analysis, C&C - equality in recruitment, british values - democracy</p>					