

KENTON SCHOOL LEARNING JOURNEY – BUSINESS STUDIES



	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 10 AQA Business Studies	Unit 1: Business in the Real World 1.1. The purpose and nature of business 1.2. Business ownership 1.3. Setting business aims and objectives 1.4. Stakeholders 1.5. Business location 1.6. Business planning 1.7. Expanding a business END OF TOPIC ASSESSMENT Unit 2: External Influences on Business 2.1. Technology		Unit 2: External Influences on Business 2.2. Ethical and Environmental considerations 2.3. The economic climate on business 2.4. Globalisation 2.5. Legislation END OF TOPIC ASSESSMENT Unit 3: Operations 3.1. Production Processes 3.2. The role of procurement		Unit 3: Operations 3.3. The concept of quality 3.4. Good customer services END OF TOPIC ASSESSMENT Unit 4: Human Resources 4.1. Organisational structures 4.2. Recruitment and selection 4.3 Motivation 4.4. Training Paper 1 PPE Assessment	
Year 11 AQA Business Studies	Unit 5: Marketing 5.1. Identifying and understanding customers 5.2. Segmentation 5.3. The purpose and methods of market research 5.4. The elements of the marketing mix Unit 6: Finance 6.1. Sources of finance 6.2. Cash Flow		Unit 6: Finance 6.3. Financial Terms and calculations 6.4. Analysing the financial performance of a business Paper 2 PPE Assessment Revision and examination techniques		Revision and examination techniques	

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<p>Year 10</p> <p>BTEC Level 1/ 2/Tech Award in Enterprise</p>	<p>Component 1: Exploring Enterprises Internal Assessment Completion: Enterprises: Success or failure? Examine the characteristics of enterprises and explore how market research helps enterprises meet customer needs and understand competitor behaviour</p> <p>Component 3: Promotion and Finance for Enterprise</p> <p>External Assessment</p>	<p>Component 1: Exploring Enterprises Internal Assessment Completion: Enterprises: Success or failure? Examine the characteristics of enterprises and explore how market research helps enterprises meet customer needs and understand competitor behaviour</p> <p>Component 3: Promotion and Finance for Enterprise</p> <p>External Assessment</p>	<p>Internal Assessment Completion: Enterprises: Success or failure? Investigate the factors that contribute to the success of an enterprise</p> <p>Component 3: Promotion and Finance for Enterprise</p> <p>External Assessment</p> <p>External Assessment Opportunity 1</p>
<p>Year 11</p> <p>BTEC Level 1/ 2/Tech Award in Enterprise</p>	<p>Component 2: Planning and Pitching an Enterprise Activity Internal Assessment Completion: Planning a Micro-Enterprise Activity Explore ideas and plan for a micro-enterprise activity Pitch a micro-enterprise activity</p> <p>Component 3: Promotion and Finance for Enterprise</p> <p>External Assessment</p>	<p>Component 2: Planning and Pitching an Enterprise Activity Internal Assessment Completion: How did I do? Review their pitch for a micro enterprise idea</p> <p>Component 3: Promotion and Finance for Enterprise</p> <p>External Assessment</p>	<p>Component 3: Promotion and Finance for Enterprise</p> <p>External Assessment</p> <p>External Assessment Opportunity 2</p>

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<p>Year 12</p> <p>BTEC Level 3 Ext Certificate in Business</p>	<p>Unit 2: Developing a Marketing Campaign External Assessment</p> <p>Unit 1: Exploring Business</p> <p>Internal Assessment Completion: Features contributing to the success of contrasting businesses. The features of different businesses and what makes them successful How different businesses are organised The effects of the environment on businesses Examine business markets.</p>	<p>Unit 3: Personal and Business Finance External Assessment</p> <p>Unit 1: Exploring Business</p> <p>Internal Assessment: The effects of the environment on businesses Examine the impact of the internal and external environment of businesses.</p>	<p>Unit 3: Personal and Business Finance External Assessment</p> <p>Unit 1: Exploring Business</p> <p>Internal Assessment: How important is innovation and enterprise in today's businesses? Investigate the role and contribution of innovation and enterprise</p>
<p>Year 13</p> <p>BTEC Level 3 Ext Certificate in Business</p>	<p>Unit 3: Personal and Business Finance External Assessment</p> <p>Unit 8: Recruitment and Selection</p> <p>Internal Assessment Completion: Evaluating the recruitment and selection process in a large business How does effective recruitment and selection contribute to business success?</p>	<p>Unit 2: Developing a Marketing Campaign External Assessment Revision for 2nd examination opportunity</p> <p>Unit 3: Personal and Business Finance External Assessment Revision for 2nd examination opportunity</p> <p>Unit 8: Recruitment and Selection Internal Assessment Completion: The recruitment and Selection Process Undertake a recruitment activity to demonstrate the process leading to a successful job offer. Reflect on the process and your performance.</p>	<p>External Assessment Opportunity 2</p>

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<p>Year 12</p> <p>Level 2 Tech Certificate in Business Enterprise</p>	<p>Unit 1: The Business Enterprise Environment External Assessment</p> <p>Unit 2: Researching a Concept for a new or revised product or service</p> <p>Internal Assessment Completion: Being Enterprising Investigating how enterprise skills contribute to business success Generate enterprise ideas and carry out market research to assess the viability of the idea.</p>	<p>Unit 1: The Business Enterprise Environment External Assessment Opportunity 1</p> <p>Unit 3: Internal Assessment Completion: Promoting your enterprise idea Investigate the appropriateness of promotional methods for the enterprise idea to produce a promotional plan Produce a financial plan for the enterprise idea.</p>	<p>Unit 1: The Business Enterprise Environment External Assessment</p> <p>External Assessment Opportunity 2</p> <p>Unit 4: Planning and Pitching an Enterprise Idea Internal Assessment Pitch Perfect Prepare and present a business plan for the new enterprise idea Review and revise the business plan to respond to feedback.</p>
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