

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 11</p> <p>BTEC Level 1/ 2/Tech Award in Enterprise</p>	<p>Component 1: Exploring Enterprises Learning outcome A: Understand how and why enterprises and entrepreneurs are successful</p> <p>Learning outcome B: Understand customer needs and competitor behaviour through market research</p> <p>Learning outcome C: Understand how the outcomes of situational analyses may affect enterprises</p> <p>Resit-Opportunities</p> <p>September – December</p>	<p>Component 2: Planning and Pitching an Enterprise Activity Learning outcome A: Choose an idea and produce a plan for a micro-enterprise idea</p> <p>Learning outcome B: Present a plan for the micro-enterprise idea to meet specific requirements</p> <p>Learning outcome C: Review the presentation of the micro-enterprise idea to meet specific requirements</p> <p>Resit-Opportunities</p> <p>January – May</p>	<p>Component 3: Promotion and Finance for Enterprise A Marketing activities</p> <p>May to July</p>
<p>Year 11</p>	<p>Component 3: Promotion and Finance for Enterprise B Financial documents and statements</p> <p>September – December</p>	<p>Component 3: Promotion and Finance for Enterprise C Financial planning and forecasting</p> <p>January – May</p>	<p>Component 3: Promotion and Finance for Enterprise Revision and examination May to July</p>

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<p>Year 11</p> <p>BTEC Level 1/ 2/Tech Award in Travel and Tourism</p>	<p>Component 1: Travel and Tourism Organisations and Destinations</p> <p>Learning outcome A: Demonstrate an understanding of the UK travel and tourism industry</p> <p>Learning outcome B: Explore popular visitor destinations.</p> <p>September – December</p> <p>Re-sit opportunities</p>	<p>Component 2: Customer Needs in Travel and Tourism</p> <p>Learning outcome A: Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends</p> <p>Learning outcome B: Recognise how the needs and preferences of travel and tourism customers are met</p> <p>January – May</p> <p>Re-sit opportunities</p>	<p>Component 3: Influences on Global Travel and Tourism</p> <p>A Factors that influence global travel and tourism B Impact of travel and tourism and sustainability C Destination management</p> <p>May to July</p>
<p>Year 11</p>	<p>Component 3: Influences on Global Travel and Tourism</p> <p>B Impact of travel and tourism and sustainability</p> <p>September – December</p>	<p>Component 3: Influences on Global Travel and Tourism</p> <p>C Destination management</p> <p>January – May</p>	<p>Component 3: Influences on Global Travel and Tourism</p> <p>Revision and Examination</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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<p>Year 12</p> <p>Level 2</p> <p>Tech</p> <p>Certificate</p> <p>in</p> <p>Business</p> <p>Enterprise</p>	<p>Unit 1: The Business Enterprise Environment</p> <ul style="list-style-type: none"> • External Assessment • Delivery <p>Unit 4: Planning and Pitching an Enterprise Idea</p> <p>Internal Assessment Completion: Pitch Perfect Prepare and present a business plan for the new enterprise idea Review and revise the business plan to respond to feedback.</p>	<p>Unit 1: The Business Enterprise Environment</p> <ul style="list-style-type: none"> • External Assessment Opportunity 1 • Delivery and Assessment <p>Unit 3: Promoting and Financing an Enterprise</p> <p>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</p> <ul style="list-style-type: none"> • External Assessment Opportunity 2 • Delivery and Assessment <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>
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