

AUTUMN 1

AUTUMN 2

SPRING 1

SPRING 2

SUMMER 1

SUMMER 2

YEAR 12

Unit 1 - Exploring Business

- LA A - Features of Business, Stakeholders, Communication
- LA B - Structure, Aims & Objectives
- LA C - External Environment, Internal Environment, Competition, PESTLE, SWOT, Porters five forces
- LA D - Markets Structures, Supply, Demand, Price
- LA E - Innovation and Enterprise, Risk

Unit 8 - Recruitment and Selection Process

- LA A - Recruitment of staff, ethical and legal considerations
- LA B - Apply for a job - produce recruitment documentation e.g., application form, CV, letter. Take part in a mock interview.
- LA C - Evaluate the interview, produce an action plan.

Unit 4 - Managing an Event

- LA A - Tasks needed to be completed by an event organiser, skills needed by an event organiser, skills audit collection
- LA B - Different types of events

Unit 3 - Personal & Business Finance

- LA A - Functions and role of money, ways to pay, current accounts, types of borrowing, saving
- LA B - Financial institutions e.g. banks, building societies, different types of banking e.g. online, branch, consumer protection, advice for consumers e.g. citizens advice
- LA C - Purpose of accounts, income, expenditure
- LA D - Sources of finance
- LA E - Break even and cash flow
- LA F - Profit and loss, balance sheet, ratio analysis

Unit 2 - Developing a Marketing Campaign

- LA A - Role of marketing
- LA B - Rationale for a marketing campaign, market research
- LA C - Planning a marketing campaign, marketing mix

YEAR 13

Unit 6- Principles of Management

- LA A - Management and leadership functions
- LA B - Management and leadership styles
- LA C - Human Resource planning
- LA D - Motivation, training and development, performance appraisal
- LA E - Impact of a change in a business
- LA F - Quality standards, quality management

Unit 4 - Managing an Event

- LA C - Produce a plan for an event to include planning tools, aims, budget, resources, insurance, contingency plans
- LA D - Carry out the event
- LA E - Evaluate the event, review personal skills as an event organiser

Unit 5 - International Business

- LA A - Exporting, importing, financing and support for international business
- LA B - Globalisation, trading blocs, barriers to international trade
- LA C - PESTLE factors that influence international businesses
- LA D - Cultural factors that influence international businesses
- LA E - Strategies for operating internationally

Unit 14 - Investigating Customer Service

- LA A - Customer service approaches, customer expectations, customer relationships, customer service legislation
- LA B - Ways to monitor and evaluate customer service
- LA C - Customer service skills, dealing with complaints