

Subject: Year 12 Btec Enterprise

Exam board: Pearson



Assessment Information:

Students will be assessed through 1 external examination and 1 internally assessed (externally verified) unit of coursework.

Unit/Paper No.	Unit/Paper Title	Type of Unit	GLH	When Assessed	How Assessed
1	Enterprise and Entrepreneurs	Mandatory	90	Sep-Dec	Internally marked and externally moderated by Pearson
3	Personal and Business Finance	Mandatory	90	Jan – May Mar exam	External examination

Rationale

Year 12 of the Level 3 Btec National in Enterprise is split into 2 units which will be completed by the end of year 12. Unit 3 is the external exam which we will be preparing for, for the May/June exam sitting. The rationale for this is that if it is required students will have an opportunity to resit this exam in the January 2023 series should it be needed.

For each unit students will be awarded a Pass, Merit or Distinction grade.

The exam components are set and marked by Pearson, and the structure and planning of the course allows for a re-sit, as previously mentioned. Before students sit an external exam, they will complete multiple 'mock' assessments both in and out of lesson assignments to prepare them for their external exam.

For coursework components, the units are split into assignments and clear deadlines will be set for students to receive an opportunity to re-submit their work as per the guidelines set out by Pearson, the awarding body.

Key Resources (textbooks/videos/websites)

Textbooks

Supplementing your reading:

<i>Building Strong Brands</i>	Aaker, David	978-1849830409
<i>The Idea in You: How to Find It, Build It, and Change Your Life</i>	Amor, Martin	978-0241971390
<i>Screw It, Let's Do It: Lessons In Life</i>	Branson, Richard	978-0753510995
<i>The 7 Habits of Highly Effective People</i>	Covey, Stephen	978-0684858395
<i>The Lean Book of Lean - a Concise Guide to Lean Management for Life and Business</i>	Earley, John	978-1119096191
<i>Tools of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers</i>	Ferriss, Timothy	978-1785041273
<i>Think and Grow Rich</i>	Hill, Napoleon	978-1934451359
<i>Legacy: New Zealand All Blacks</i>	Kerr, James	978-1472103536
<i>Chaos Monkeys: Inside the Silicon Valley Money Machine</i>	Martinez, Antonio Garcia	978-1785034558
<i>The Everything Store: Jeff Bezos and the Age of Amazon</i>	Stone, Brad	978-0552167833

ONLINE NEWS ARTICLES

- **THE CONVERSATION.COM** <http://theconversation.com/uk> we can highly recommend you use this! This you will find is really useful to support many of your A Levels. It provides up to date articles from academics and specialists in the field written in a way that is accessible to all, summarising key points in short but insightful articles.
- **BBC NEWS** <https://www.bbc.co.uk/news> - an excellent source of up to date articles
- **THE GUARDIAN** <https://www.theguardian.com/uk> - again many useful articles and logically ordered

PODCASTS

<https://player.fm/series/we-study-billionaires-the-investors-podcast-network>
<https://player.fm/series/marketing-smarts-from-marketingprofs>
<https://player.fm/series/the-side-hustle-show>

BUSINESS DOCUMENTARIES

BBC i-player

- Hot property – British house building industry
- Amazon's retail revolution
- Real storage wars
- Making a meal of it
- Fortune tellers
- Mary Queen of shops
- Women on top

ITV Hub

- The Martin Lewis show

Channel 4

- Tricky Business
- Risking it all
- Internet famous

- The secret world of lego

There are also many films that can be accessed on net flicks, amazon prime or you tube. Here are a few for you;

Films

- Print the legend
- Betting on zero
- Startup.com
- Wall mart: the high cost of low price
- Banking on Bitcoin

Year 12– September - October

	Topic Area(s)	AO Met	Learning Objectives	Flashback RP Opportunities	Out of Lesson Assignments	Pre-Learning Reading/watching	Independent Learning
Week 1 - CFI	Unit 1 Learning Aim A – A1 Enterprise and entrepreneurship	All	<ul style="list-style-type: none"> Understand that enterprise is the process of using creativity and innovation to meet customers' needs and aspirations. To evaluate the importance of creativity and innovation in the success of a chosen enterprise 	Interpreting data – reading graphs, charts and financial data on the success of a business	Begin to find an enterprise that you are interested in. You must be able to find significant information on these businesses. You will choose 1 to look into in significant depth.	https://duncanwarde.com/why-your-business-needs-creativity-2/	<ul style="list-style-type: none"> Using local directories, ask learners to identify local enterprises and what they provide. Classify the enterprises in the locality into goods and service providers and look for common features. Learners should present their research findings to the class.
Week 2 - CFI	Unit 1 Learning Aim A – A1 Enterprise and entrepreneurship	All	<ul style="list-style-type: none"> To identify and explain the different types of enterprise. To understand the legal formats for enterprises to include: <ul style="list-style-type: none"> Sole trader Partnership Limited partnership Ltd PLC To understand how the legal or regulatory requirements can be an obstacle to business success. 	For those who have studies KS4 – review the different types of business ownership		https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/31676/11-1399-guide-legal-forms-for-business.pdf	
Week 3 - CFI	Learning Aim A – A2 Mindset of an entrepreneur	All	<ul style="list-style-type: none"> To develop an understanding of the mindset of an entrepreneur giving examples from current entrepreneurs To evaluate the importance of these mindsets on the success of a chosen organisation 	For those who have studies KS4 – review the different skills and characteristics shown by an entrepreneur	Learners to listen to the podcasts made by entrepreneurs, such as those at entrepreneuronfire.com or using an app such as Apple podcasts.	https://www.forbes.com/sites/traversmark/2020/02/19/3-winning-mindsets-that-great-entrepreneurs-have-in-common/	<p>Interview a local entrepreneur to find out and present back to the class how they have shown key characteristics/ mindsets when starting their business enterprises.</p> <p>To complete the section of the assignment that is applicable.</p>

Week 4 - CFI	Learning Aim B – B1 The role of motivation when starting a new venture	All	<ul style="list-style-type: none"> To understand what motivates a person to start their own business enterprise. To evaluate the importance of motivation on the success of the chosen business. 		Learners to listen to the podcasts made by entrepreneurs, such as those at entrepreneuronfire.com or using an app such as Apple podcasts – what motivated the entrepreneur to start their own enterprises.	https://hear.cebblongation.com/2018/02/25/entrepreneurs-explain-their-motivation-for-running-a-business/	www.studential.com/enterprise/business-start-ups/why-start-a-business To complete the section of the assignment that is applicable.
Week 5 - CFI	B2 – Barriers to setting up a venture	All	<ul style="list-style-type: none"> To understand the barriers and risks to setting up a business enterprise and their impact on the success of a business To identify and evaluate the barriers and risks faced by a chosen entrepreneur and their impact on the success of the chosen enterprise. 		Complete the assignment	https://www.forbes.com/sites/serenitygibbons/2020/10/20/7-obstacles-that-prevent-people-from-starting-businesses-and-how-to-overcome-them/	For your chosen enterprise research occasions where these have taken place; <ul style="list-style-type: none"> ○ strategic risks, e.g. a competitor coming on to the market ○ compliance, e.g. the introduction of new health and safety legislation ○ financial e.g. non-payment by a customer or increased interest charges on a business loan ○ operational e.g. the breakdown or theft of key equipment.

Week 6 - CFI	B3 Importance of entrepreneurs to the economy	All	<ul style="list-style-type: none"> To understand how entrepreneurs impact the wealth of the country and disposable income through the business lifecycle. To evaluate the impact entrepreneurs can have on the local and national demographic. To understand how businesses can bring about social change. 			https://iwcapital.co.uk/the-importance-of-entrepreneurship-to-the-uk-economy/	<p>Using the ONS website to summarise the key demographic of the Bradford area.</p> <p>To complete the section of the assignment that is applicable.</p> <ul style="list-style-type: none"> learners to discuss the following statements on the importance of enterprise to the economy then place them in order of importance: <ul style="list-style-type: none"> entrepreneurs pay taxes entrepreneurs create businesses that hire people entrepreneurs create demand for products which in turn create jobs and other businesses entrepreneurs bring about social change
Week 7 - CFI	B3 Importance of entrepreneurs to the economy	All	<ul style="list-style-type: none"> To evaluate the significance a chosen organisation has had on the local and national economy. 		○		<ul style="list-style-type: none"> learners to discuss the following statements on the importance of enterprise to the economy then place them in order of importance: <ul style="list-style-type: none"> entrepreneurs introduce new technologies to the market entrepreneurs stimulate the economy by instilling confidence in people.

Year 12 – November - December

	Topic Area(s)	AO Met	Learning Objectives	Flashback RP Opportunities	Out of Lesson Assignments	Pre-Learning Reading	Independent Learning
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Week 1	<p>Develop the idea</p> <ul style="list-style-type: none"> Define what the enterprise will be and what its function and purpose are 	All	<ul style="list-style-type: none"> To develop initial enterprise ideas into a viable opportunity to be set up in the future 		<p>Complete a review of ideas and choose an idea that you can use going forward.</p>	<p>Review the enterprises that exist in the Keighley area, is there a gap in the market for a particular type of enterprise?</p> <p>Is there a gap in the market for an enterprise here in the school or to do with school?</p>	
Week 2	<p>C1: Sources of internal and external finance</p> <ul style="list-style-type: none"> Own funds / stakeholders: <ul style="list-style-type: none"> family and friends business partners Equity funding: <ul style="list-style-type: none"> business angels crowdfunding venture capital share capital peer-to-peer lending bank private sector investment 	All	<p>Learners to understand the advantages and disadvantages of the different sources of funding available to entrepreneurs</p>	<p>Types of business ownership – only certain sources of finance can be used by certain legal structures.</p>	<p>Complete an introduction into your business idea discussing;</p> <ul style="list-style-type: none"> what you will sell Local competition How you will be different to the local competition 	<p>www.deborahmeaden.com</p> <p>www.cbc.ca/dragonsden/episodes</p> <p>www.crowdfunder.co.uk</p> <p>www.kickstarter.com</p> <p>www.zopa.com</p>	<p>Use the links here to review the different methods available. Identify the advantages and disadvantages of each and spider diagram them.</p> <p>Complete the assignment discussing how you could or may not be able to use these sources of finance</p>

Week 3	Government support	All	To Investigate the support available for setting up a specific enterprise	Government grants		https://www.artscouncil.org.uk/supporting-arts-museums-and-libraries/enterprising-libraries https://www.lepnetwork.net/ https://enterprisezones.communities.gov.uk/about-enterprise-zones/	What are these main sources of support? Bullet point the ways that they can help entrepreneurs? Could you use these?
Week 4	Competition in the local market	All	To understand how competitor action affect business decisions	Who are your competitors in Keighley	Completion of assignment tasks	https://www.tutor2u.net/business/reference/how-competition-affects-the-market	Research the local competitors in Keighley focusing on the 4P's of their marketing Mix.
Week 5	PESTLE analysis	All	<p>To understand how businesses carry out a PESTLE analysis and its purpose</p> <p>To investigate the wider business environment to discuss the impacts on your chosen business idea</p>		Completion of assignment tasks	https://pestleanalysis.com/pestle-analysis-of-nike/ https://www.mbaskool.com/competitors/companies/18423-nike.html	Research the national and international PESTLE factors that could impact your business enterprise.

Week 6	Entrepreneurial skills	All	<p>To understand and discuss the entrepreneurial skills required to launch a enterprise.</p> <p>To discuss their importance in relation to the success of enterprises.</p>		Completion of assignment tasks	http://www.entrepreneur.com/article/242327 http://www2.warwick.ac.uk/services/ldc/introcareer/skills/	Complete a skills audit
Week 7	Assessing the viability of enterprise ideas.	All	<p>Explain the importance of identifying the viability of potential ideas</p> <p>To consider the risk and opportunity attached to their ideas</p> <p>To identify the barriers to the opportunity</p>				

Year 12 – January - February

	Topic Area(s)	AO Met	Learning Objectives	Flashback RP Opportunities	Out of Lesson Assignments	Pre-Learning Reading/watching	Independent Learning
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Week 1	Topic A1: Functions and role of money	AO1	<p>Understand the Functions of money and associated factors</p> <p>Develop an understanding of how the role of money is affected and influenced by a number of factors</p> <p>Introduce the common principles to be considered in planning personal finances</p>		<p>Create revision resources on this topic for you to use later in the term.</p>	https://quizlet.com/gb/468979799/role-of-money-and-factors-influencing-flash-cards/ https://www.youtube.com/watch?v=SGoL_xfcxDk https://www.youtube.com/watch?v=XSqRf8exfw	https://www.stlouisfed.org/education/economic-lowdown-podcast-series/episode-9-functions-of-money
Week 2	<p>Topic A2: Different ways to pay</p> <p>Topic A3: Current accounts</p>	AO1 AO2 AO3	<p>To understand the advantages and disadvantages of different types of payment methods. To apply this knowledge to a given personal finance situation.</p> <p>To understand different types, features, advantages and disadvantages, different services offered</p>	<p>Functions of money. Factors affecting role of money. Principles of planning personal finance.</p>	<p>Research the different types of current account on offer to students. Choose one and be prepared to discuss in the lessons.</p>	https://www.practicalbusinessskills.com/managing-a-business/financial-management/payment-options https://roostermoney.com/gb/talking-about-ways-to-pay/ https://www.moneyexpert.com/current-account/a-guide-to-current-accounts/	<p>Conduct some market research (within and outside of school) into the most common methods of payment used by different age groups.</p>
Week 3	<p>Topic A4: Managing personal finance</p> <p>Topic B.1 Features of financial institutions</p>	AO1 AO2 AO3 AO1 AO2	<p>To analyse the suitability of different financial products and services against individual needs</p> <p>To understand the different types of financial institution alongside their advantages and disadvantages.</p>	<p>Different payment methods</p>	<p>Review past paper questions and review the examiners report on the expected model answers.</p>	https://www.experian.co.uk/consumer/loans/types.html	<p>Research the growth of comparison websites. How have these benefited consumers and made the market for financial products more competitive?</p> <p>Research the top 20 UK financial institution and categorise them in relation to the learning in the class.</p>

Week 4	Topic B2 Communicating with customers	AO1	To identify the different methods financial institutions will use to communicate with their customers	Principles of planning personal finance.		https://www.paymentsjournal.com/what-are-the-top-5-banking-communication-methods-for-consumers-2/	Conduct some market research with your family/teachers to find out what methods they use to communicate with their chosen bank and why. Perhaps use a online method to collect the data.
	Topic B3 Consumer protection in relation to personal finance	AO1 AO2 AO3	To describe the role and function of different consumer protection organisations.	Different payment methods		https://www.gov.uk/consumer-protection-rights	
	Topic B4 Information Guidance and advice	AO1 AO2 AO3 AO4	To evaluate the use of different services in a given situation.			https://www.citizensadvice.org.uk/about-us/our-work/our-campaigns/	
Week 5	Review and recap of Personal Finance	AO1 AO2 AO3 AO4	To understand the types of questions that would be given in the exam. To understand and practice the structure of answers.		Complete revision on all previous topic ready for an assessment of learning.		Review the examiners report for the 2019 Personal and business finance exam.
Week 6	Topic C1 The purpose of accounting	AO1 AO2 AO3	To discuss the benefits and drawbacks of maintaining financial records.	Topic B4 Information Guidance and advice		https://www.youtube.com/watch?v=FcqGMwX8YUc	https://www.musicbusinessworldwide.com/spotify-lost-over-800m-last-year-but-now-its-going-to-pay-more-money-out-to-a-new-type-of-creator/ Read this article and determine where their income and expenditure is coming from. Why do they continue to lose money?
	Topic C2 Types on income	AO1 AO2	To be able to identify suitable sources of income for a given business situation.			https://www.bbc.co.uk/news/uk-northern-ireland-57587475	
	Topic D1 Sources of Finance Topic	AO1 AO2 AO3 AO4	To be able to select and evaluate different sources of finance				

Week 7	C3 Types of expenditure	AO1 AO2 AO3 AO4	Discuss the impact of different expenditures on the accounts of a given business Case study	Topic B3 Consumer protection in relation to personal finance		https://www.bbc.co.uk/news/business-51706329	
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Year 12 – March - April

	Topic Area(s)	AO's Met	Learning Objectives	Flashback RP Opportunities	Out of Lesson Assignments	Pre-Learning Reading	Independent Learning
Week 1	E1 Cash Flow Forecasts	AO1 AO2 AO3 AO4	<p>To understand and recognise inflows and outflows.</p> <p>To complete a cashflow forecast using this information to discuss how a given business could improve its cash flow position.</p> <p>To understand the benefits and drawbacks of cashflow forecasting</p>	Types of expenditure in businesses.		https://www.pwc.com/gx/en/services/entrepreneurial-private-business/small-business-solutions/blogs/preparing-a-cash-flow-forecast-simple-steps-for-vital-insight.html	<p>https://www.bbc.co.uk/news/business-57489197</p> <p>For this given business situation decide on the best methods of improving cash flow forecast. Identifying any arguments against your choices also.</p>

Week 2	E2 Break-even	AO1 AO2 AO3 AO4	<p>To understand the key differences between Fixed and variable costs and to recognise each separately in a given business situation.</p> <p>To understand the calculation of revenue in different business situations.</p> <p>To understand how breakeven is calculated using key business information</p>	Revenue Costs		https://techcrunch.com/2023/08/10/ceo-says-x-formerly-twitter-is-close-to-break-even/?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS91cmw_ZXNyYz1zJnE9JnJdD1qJnNhPVUmdXJsPW0dHBzJTnBJTJGJTJGdGVjaGNydW5jaC5jb20IMkYyMDIzJTJGMDgIMkYxMCUyRmNlby1zYXlzMjYyZm9yZWVybHktdHdpdHRIci1pcy1jbG9zZS10by1icmVhay1ldmVuJTJGJnZlZD0yYWhVS0V3akZudTZfMnBHQkF4V1IVMEVBSFRkYUR0WVF4ZlFCZWdRSUNSQUdmdXNnPUFpdIZhdzE2bmJlcjUzWUI3cDQybW1INGUtQVtkaWw=&guce_referrer_sig=AQAAAAP6zZKQCQHTxkmKJLIgo-CVQdrRnLb7J23SJXEm9sh_5aKFSDLaQeYK7rDqnJHdvJ6zhD9nh81Clpo_m2v9Pm-bBqPz53MN5Nlss_sS8fZWc6lpIdVhyZNv7M0wr-w2MZP6_mjCiSoEAOT6979w5ld_jdXhBazubdkd-LZ26tPel&renderMode=ie11	Calculation worksheets
Week 3	E2 Break-even	AO1 AO2 AO3 AO4	<p>To understand the Calculation using/manipulating break-even formula (units and/or sales value)</p> <p>To understand and explain the completion of break-even chart and its use in calculating the break-even point and margin of safety</p> <p>To understand the use of break-even for planning, monitoring, control, target setting.</p>	Break-even formula			Calculation practice sheets

Week 4	F1 Statement of Comprehensive income.	AO1 AO2 AO3 AO4	<p>To understand the Purpose and use of the statement of Comprehensive income,</p> <p>To be able to Complete, calculation and amendment to include gross profit (revenue, opening inventories, purchases, closing inventories, cost of goods sold), calculation of profit/loss for the year (expenses, other income).</p> <p>To be able to make Adjustments for depreciation (straight-line and reducing balance).</p> <p>To understand how to Interpret, analysis and evaluate statements.</p>	<p>Calculation of revenue</p> <p>Identification of costs.</p>		https://www.fashionnetwork.com/news/Footasylum-revenue-rises-but-profits-fall-retailer-plans-major-new-stores,1552405.html	Based on the learning in lesson revisit the article on footasylum and detail the reasons behind the decreasing profits in relation to the statement of comprehensive income.
Week 5	F2 Statement of financial position	AO1 AO2 AO3 AO4	<p>To understand the Purpose and use of the statement of financial position</p> <p>To understand the completion, calculation and amendment of statement using vertical presentation.</p> <p>To be able to make Adjustments for depreciation (straight-line and reducing balance).</p> <p>To understand how to Interpret, analysis and evaluate statements.</p>	Assets and Liabilities		To read the knowledge organiser to ensure understanding of key term that will be used in the lesson.	

Week 6	F3 Ratios	AO1 AO2 AO3 AO4	To understand the calculation and use of the ratios used to measure profitability, efficiency and liquidity. To analyse and evaluate these ratios within different business situations.	Net and gross profit			Memorise the ratios Analyse and evaluate the ratios for a given business situation.
Week 7		AO1 AO2 AO3 AO4	To undertake a past paper examination. To review the past paper to identify key areas of knowledge wekanesses				

Year 13 – April - May

	Topic Area(s)	Assessment Objectives Met	Learning Objectives	Flashback RP Opportunities	Out of Lesson Assignments	Pre-Learning Reading	Independent Learning
Week 1	Key areas of weaknesses identified in the past paper will be identified and reviewed to ensure greater retention of knowlesde and understanding before the external exam. This will be very specific to the needs of the class and cannot be pre-defined until the past paper is sat in full.						

Week 2	<p>Key areas of weaknesses identified in the past paper will be identified and reviewed to ensure greater retention of knowlesde and understanding before the external exam.</p> <p>This will be very specific to the needs of the class and cannot be pre-defined until the past paper is sat in full.</p>						
Week 3	<p>Key areas of weaknesses identified in the past paper will be identified and reviewed to ensure greater retention of knowlesde and understanding before the external exam.</p> <p>This will be very specific to the needs of the class and cannot be pre-defined until the past paper is sat in full.</p>						
Week 4	<p>Key areas of weaknesses identified in the past paper will be identified and reviewed to ensure greater retention of knowlesde and understanding before the external exam.</p> <p>This will be very specific to the needs of the class and cannot be pre-defined until the past paper is sat in full.</p>						

Week 5	<p>Key areas of weaknesses identified in the past paper will be identified and reviewed to ensure greater retention of knowlesde and understanding before the external exam.</p> <p>This will be very specific to the needs of the class and cannot be pre-defined until the past paper is sat in full.</p>						
Week 6	<p>Key areas of weaknesses identified in the past paper will be identified and reviewed to ensure greater retention of knowlesde and understanding before the external exam.</p> <p>This will be very specific to the needs of the class and cannot be pre-defined until the past paper is sat in full.</p>						
Week 7							

Subject: Year 13 Btec Business



Exam board: Pearson

Assessment Information:

Students will be assessed through 1 external examination and 1 internally assessed (externally verified) unit of coursework.

Unit/Paper No.	Unit/Paper Title	Type of Unit	GLH	When Assessed	How Assessed
2	Developing a Marketing Campaign	Mandatory	90	Sep-Jan January 2024 exam	Pre-release business situation. 6 hours 100 marks
7	Social Enterprise	Optional	60	Feb – May	Assignment written by Pearson – Internally assessed and externally verified by Pearson.

Rationale

Year 13 of the Level 3 Btec National in Business is split into 2 units which will be completed by the end of year 13. Unit 2 is the external exam which we will be preparing for, for the January exam series. The rationale for this is that if it is required students will have an opportunity to resit this exam in the June series should it be needed.

For each unit students will be awarded a Pass, Merit or Distinction grade.

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For coursework components, the units are split into assignments and clear deadlines will be set for students to receive an opportunity to re-submit their work as per the guidelines set out by Pearson, the awarding body.

Key Resources (textbooks/videos/websites)

Textbooks

BTEC Nationals Business Student Book 1 Activebook

Publisher: Pearson

Author: Jenny Phillips, Helen Coupland-Smith, Catherine Richards, Julie Smith, Ann Summerscales

ISBN: 9781292126166

Supplementing your reading:

<i>Building Strong Brands</i>	Aaker, David	978-1849830409
<i>The Idea in You: How to Find It, Build It, and Change Your Life</i>	Amor, Martin	978-0241971390
<i>Screw It, Let's Do It: Lessons In Life</i>	Branson, Richard	978-0753510995
<i>The 7 Habits of Highly Effective People</i>	Covey, Stephen	978-0684858395
<i>The Lean Book of Lean - a Concise Guide to Lean Management for Life and Business</i>	Earley, John	978-1119096191
<i>Tools of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers</i>	Ferriss, Timothy	978-1785041273
<i>Think and Grow Rich</i>	Hill, Napoleon	978-1934451359
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<i>Chaos Monkeys: Inside the Silicon Valley Money Machine</i>	Martinez, Antonio Garcia	978-1785034558
<i>The Everything Store: Jeff Bezos and the Age of Amazon</i>	Stone, Brad	978-0552167833

ONLINE NEWS ARTICLES

- **THE CONVERSATION.COM** <http://theconversation.com/uk> *we can highly recommend you use this!* This you will find is really useful to support many of your A Levels. It provides up to date articles from academics and specialists in the field written in a way that is accessible to all, summarising key points in short but insightful articles.
- **BBC NEWS** <https://www.bbc.co.uk/news> - an excellent source of up to date articles
- **THE GUARDIAN** <https://www.theguardian.com/uk> - again many useful articles and logically ordered

PODCASTS

<https://player.fm/series/we-study-billionaires-the-investors-podcast-network>

<https://player.fm/series/marketing-smarts-from-marketingprofs>

<https://player.fm/series/the-side-hustle-show>

BUSINESS DOCUMENTARIES

BBC i-player

- Hot property – British house building industry
- Amazon's retail revolution
- Real storage wars
- Making a meal of it
- Fortune tellers
- Mary Queen of shops

- Women on top

ITV Hub

- The Martin Lewis show

Channel 4

- Tricky Business
- Risking it all
- Internet famous
- The secret world of Lego

There are also many films that can be accessed on net flicks, amazon prime or you tube. Here are a few for you;

Films

- Print the legend
- Betting on zero
- Startup.com
- Wall mart: the high cost of low price
- Banking on Bitcoin

Year 13– September - October

	Topic Area(s)	AO Met	Learning Objectives	Flashback RP Opportunities	Out of Lesson Assignments	Pre-Learning Reading	Independent Learning
Week 1	Topic A1 The role of marketing	AO1 AO2	<p>To understand the Principles and purposes of marketing</p> <p>To understand the role of branding in Marketing and its impact on consumers</p>	How did you build your brand in Unit 1?	Visit a local retail park or shopping mall to gain a basic understanding of the different ways in which businesses and brands are being marketed.	Article Article	<p>Using the internet to research, identify trends towards mobile marketing and impact of social media on marketing.</p> <p>Learners identify some widely recognised brands and carry out internet research to investigate how these brands market their products.</p>
Week 2	Topic A1 The role of marketing	AO1 AO2	<p>To understand and identify the marketing aims and objectives used by businesses.</p> <p>To understand the types of market that businesses operate.</p> <p>To understand the concept of market segmentation by exploring how different industries use market segmentation.</p>	What is the difference between an aim and an objective?			Learners research marketing objectives of four organisations: a for-profit business, a social enterprise, a charity or trust and a public sector organisation. They then present their findings to the whole group.

Week 3	Topic A1 The role of marketing	AO1 AO2	To understand key branding concepts including, brand personality, brand image, unique selling point.		Research a range of recognised brands from different markets. For each brand, they should identify the brand image, the targeted customer segment and the needs and wants of the customer that are satisfied by the brand.	Article	
	Topic A2 Influences on marketing activity	AO1 AO2	To understand the internal influences that affect choice of marketing activity.				Research the benefits and drawbacks of different marketing methods and discuss which factors should be considered for each method.
Week 4	Topic A2 Influences on marketing activity	AO1 AO2	To understand the external influences that effect choice of marketing activity				Learners take one of the campaigns studied in earlier lessons and explore how the campaign was influenced by each element of the extended PESTLE model.

Week 5	Topic B1 Purpose of researching information to identify the needs and wants of customers	AO1 AO2	To understand the purpose and types of market research including Primary and Secondary market research.	How do you know what customers want?	Using primary and secondary data draw conclusions on the size, structure and trends within a given market.	Article	
Week 6	Topic B2 Market research methods and use	AO1 AO2 AO3	To understand the methods used to discuss the validity of data presented in research. To make judgements on the validity of specific research.		Using the above activity draw conclusions on the validity of the research using the specific measurements studied in class.	Article	
Week 7	Topic B3 Developing the rationale	AO1 AO2 AO3	To develop a marketing rationale for a specific business using the learning from all lessons and the research pack provided.		Watch the attached video and make notes on what needs to be included in the marketing rationale.	Video	

Year 13 – November - December

	Topic Area(s)	AO Met	Learning Objectives	Flashback RP Opportunities	Out of Lesson Assignments	Pre-Learning Reading	Independent Learning
Week 1	Topic C1 Marketing campaign activity	AO1 AO2 AO3 AO4	To understand the requirements of part 1 of the exam. To undertake preparation for the completion of part 1 of a past exam.	Difference between aims and objectives SWOT and PESTLE Analysing market research.	Complete research required to help with the completion of part A of the practice exam.	video	
Week 2	Undertaking formative assessment for Part A of a practice paper.						
Week 3	Topic C2 Marketing mix	AO1 AO2	To understand the concept of the marketing mix and its elements To discuss the product life cycle and its inclusion in the 7P's To understand the different pricing strategies that business use.	Brand image Brand personality	Chose one business to research. Research their different products or services and discuss the pricing strategies they have used for a variety of their products.	Article Article 2	Using the Apple Iphone – draw a product life cycle labelling where and when they reached each stage of the lifecycle.

Week 4	Topic C2 Marketing mix	AO1 AO2	<p>To understand the different promotional methods businesses can use.</p> <p>To make links between the methods to the earlier learning of purpose of marketing.</p>	The role of marketing	Choose one business to research. Research their different products or services and discuss the promotional strategies they have used for a variety of their products.		○
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Week 5	Topic C2 Marketing mix	AO1 AO2 AO3	<p>To consolidate prior learning on the Marketing mix and apply knowledge to a given business context.</p> <p>To understand the Place element of the marketing mix and therefore distribution channels.</p> <p>To understand the extended marketing mix.</p>	Market segmentation			<p>Learners research the extended marketing mix and apply the concepts to two contrasting products and one service. For example, they could consider a brand or a product such as a MacBook®. Learners should explain how the selection of an appropriate marketing mix can help products be successful. They should consider the product, price, place and promotional methods used to sell the product, but should also include elements of the extended marketing mix, such as:</p> <ul style="list-style-type: none"> trained professionals employed at the point of sale (people) the systems that are in place to sell and deliver the product, or to train customers how to use the product (processes) the layout and ambience of the stores/website (physical environment).
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Week 6	<p>Topic C3 The marketing campaign</p> <p>Topic C4 Appropriateness of marketing campaign</p>	<p>AO1 AO2 AO3</p>	<p>To understand how to allocate the campaign budget to different aspects of the promotional mix.</p> <p>To understand the methods used to plan the timeline of the campaign including monitoring.</p> <p>To understand how to evaluate a marketing campaign and justify decisions made.</p>	Cost of promotional methods				
Week 7	Undertake a mock examination in timed setting using a past pre-release.							

Year 13 – January - February

	Topic Area(s)	AO Met	Learning Objectives	Flashback RP Opportunities	Out of Lesson Assignments	Pre-Learning Reading	Independent Learning
Week 1	To review performance in mock and assess immediate areas for improvement.						
Week 2	Completion of external exam						

Week 3	Unit 7 Learning Aim A – A1 Principles and Values of social enterprises	AO1 AO2	To understand the objectives of social enterprises To understand the main principles behind social enterprises To understand the definition of a Social entrepreneur. Assignment link Explain the principles and values of the social enterprise you have chosen to focus on – A.P1		Research some of these entrepreneurs and decide which person / business interests you the most; - Madlug - Evelyn & Kresse - Outsidein Explain the principles and values of the social enterprise you have chosen to focus on	Article	
Week 4	Unit 7 Learning Aim A – A2 Operation of Social Enterprises	AO1 AO2	To understand the type, framework and structure of social enterprises Assignment Link: Explain how the enterprise operates, including what type of social enterprise it is, its frameworks and structures – A.P2		To conduct extensive research into the type, framework and structure of their chosen Social enterprise. explain how the enterprise operates, including what type of social enterprise it is, its frameworks and structures	Article	

Week 5	Unit 7 Learning Aim B – B1 factors contributing to success	AO1 AO2	<p>To Understand the factors contributing to the success of Social Enterprises</p> <p>To understand the factors contributing to the failure of social enterprises</p> <p>Assignment Links:</p> <ul style="list-style-type: none"> - explain the factors that can influence the success or failure of a social enterprise 		To conduct extensive research into their chosen organisation to reflect their knowledge on the measures of success.	Article	
Week 6	Completion of assignment work	AO1 AO2 AO3 AO4	<p>Assignment Link</p> <ul style="list-style-type: none"> - analyse the extent to which these factors have influenced your chosen social enterprise's success or failure - come to a justified conclusion, based on evidence from your research, about why your chosen social enterprise has succeeded or failed 		Complete the B.M2 and B.D2 assignment criteria on their chosen social enterprise.		

Week 7	Completion of assignment work	AO1 AO2 AO3 AO4	Assignment Link <ul style="list-style-type: none"> - analyse the extent to which these factors have influenced your chosen social enterprise's success or failure - come to a justified conclusion, based on evidence from your research, about why your chosen social enterprise has succeeded or failed 		Complete the B.M2 and B.D2 assignment criteria on their chosen social enterprise.		
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Year 13 – March - April

	Topic Area(s)	AO Met	Learning Objectives	Flashback RP Opportunities	Out of Lesson Assignments	Pre-Learning Reading	Independent Learning
Week 1	Unit 7 Learning Aim C – Plan, Participate in and review a short social enterprise activity	AO1 AO2	<p>In small groups – Students to identify ideas for a social enterprise activity to be held within school.</p> <p>To review the aims of social enterprises</p> <p>To review social and commercial objectives</p>	Aims and objectives			

Week 2	Unit 7 Learning Aim C – Plan, Participate in and review a short social enterprise activity	AO1 AO2	<p>To understand the GROW model for planning a social enterprise activity</p> <p>Assignment Link To begin to plan a social enterprise activity to include</p> <ul style="list-style-type: none"> • social and commercial objectives of the activity • how you plan to meet stakeholders’ needs 		Completion of assignment		
Week 3	Unit 7 Learning Aim C – Plan, Participate in and review a short social enterprise activity	AO1 AO2 AO3	<p>To review the sources of finance available to social enterprises in the local area</p> <p>To undertake a cash flow forecast of the projected sales for the social enterpris.</p>	<p>Sources of finance</p> <p>Cash flow forecast</p>	Completion of assignment		
Week 4	Unit 7 Learning Aim C – Plan, Participate in and review a short social enterprise activity	AO1 AO2 AO3	<p>To develop an overview of the resources required to start-up.</p> <p>To plan the responsibilities of each group member based on their strengths and weaknesses.</p> <p>To plan a timescale of activities and their completion for each member of the team.</p>	Start-up and running costs	Completion of assignment		

Week 5	To carry out the preparation for a social enterprise activity	AO1 AO2	Practical preparation for the completion of the social enterprise activity.				
Week 6	Completion of the social enterprise activity						
Week 7	Unit 7 Learning Aim C – Plan, Participate in and review a short social enterprise activity	AO1 AO2 AO3 AO4	<p>To understand the methods in which a social enterprise activity can be evaluated in relation to its success.</p> <p>To undertake an evaluation of the extent to which the activity met the planned social and commercial objectives.</p>		Completion of assignment		

Year 13 – April - May

	Topic Area(s)	AO Met	Learning Objectives	Flashback RP Opportunities	Out of Lesson Assignments	Pre-Learning Reading	Independent Learning
Week 1	Unit 7 Learning Aim C – Plan, Participate in and review a short social enterprise activity	AO1 AO2 AO3 AO4	To undertake an evaluation of the extent to which the activity met stakeholders needs. To undertake an evaluation of the extent to which the activity met the success factors associated with social enterprises.		Completion of assignment		
Week 2	Unit 7 Learning Aim C – Plan, Participate in and review a short social enterprise activity	AO1 AO2 AO3 AO4	To undertake an evaluation of own contribution towards the success of the social enterprise		Completion of assignment		
Week 3	END of course						