

The Latimer Arts College Curriculum Year Overview

Subject: Business Studies

	Year 9	Year 10	Year 11	Year 12	Year 13
Term 1	The economy, entrepreneurship and business sectors	C1. Aim A What is an enterprise	C3. Aim A Promotion	Unit 2 Developing a marketing campaign Aim A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign Aim B Using information to develop the rationale for a marketing campaign	Unit 3 Personal and business finance Aim C Understand the purpose of accounting Aim D Select and evaluate different sources of business finance
Term 2	Location, customer service, production, stakeholders and business ethics	C1. Aim B Market research	C3. Aim B Financial records	Unit 2 Developing a marketing campaign Aim C Planning and developing a marketing campaign	Unit 3 Personal and business finance Aim E Break-even and cash flow forecasts Aim F Complete statements of comprehensive income and financial position and evaluate a business's performance
Term 3	The marketing concept and the marketing mix	C1. Aim C Factors that contribute to the success of an enterprise?	C3 Aim C Financial planning and forecasting	Unit 1 Exploring businesses Aim A Explore the features of different businesses and analyse what makes them successful Aim B Investigate how businesses are organised	Unit 8 Recruitment and selection process Aim A Examine how effective recruitment and selection contribute to business success
Term 4	Market research	C2. Aim A Exploring ideas & plan for a micro enterprise	C3 Aim C Financial planning and forecasting	Unit 1 Exploring businesses Aim C Examine the environment in which businesses operate Aim D Examine business markets	Unit 8 Recruitment and selection process Aim B Undertake a recruitment activity to demonstrate the processes leading to a successful job offer Aim C Reflect on the recruitment and selection process and your individual performance
Term 5	Business finance, sources of finance and business planning	C2. Aim B Pitch a micro enterprise activity	Revision	Unit 1 Exploring businesses Aim E Investigate the role and contribution of innovation and enterprise to business success	Re-Sit Opportunities
Term 6	Human resources, training, recruitment and mock assessment	C2. Aim C Review own pitch for a micro – enterprise activity		Unit 3 Personal and business finance Aim A Understand the importance of managing personal finance Aim B Explore the personal finance sector	