



Curriculum Overview 2024-25

Business

YEAR 11 (Class of 2025)		Week Beg.	Data Entry Deadlines	YEAR 10 (Class of 2026)		Week Beg.	Data Entry Deadlines	YEAR 9 (Class of 2027)		Week Beg.
L01 - Introduction assessment for Component 1 L03 - C1 LA2 Revision	C1 - Revision	02-Sep		L02 - Market Research to aid decisions	L01 - Introduction to New Course	02-Sep		L01 - What is an enterprise?	02-Sep	
		09-Sep		L04 - Using appropriate market research tools	L03 - Sampling methods	09-Sep		L02- Entrepreneur Skills	09-Sep	
	Assessment - Component 01	16-Sep		L06 - Review the results of market research	L05 - Collate Market Research Tools	16-Sep		L03- Characteristics of Enterprises	16-Sep	
		23-Sep		L02 - Justify Customer Profiles	L01 - Customer Profile	23-Sep		L04- Risk and Reward	23-Sep	
		30-Sep		L02 - Produce designs for a new product	L01 - Create a design mix for a new product	30-Sep		L05- Reasons for Starting a Business	30-Sep	
L07 - Task 02	07-Oct		L02 - Review financial viability of a business	L01 - Calculate Costs, revenue and pricing	07-Oct		L06- Industry Sectors	07-Oct		
L09 - Task 03	14-Oct		L06 - Recao	L01 - Risks and challenges when launching c	14-Oct		L07- Chains of Production and Value added	14-Oct		
L11 - Task 03	Assessment - Component 02	04-Nov		L02 - R067 Recap and Recall	L01 - R067 Recap and Recall	04-Nov		L01 - Types of Ownership	04-Nov	
L13 - Assignment completion		11-Nov		L02 - Task 02 - Guided Mock	L01 - Task 01 - Guided Mock	11-Nov		L02- Types of Ownership (Franchises)	11-Nov	
L15 - Assignment completion		18-Nov		L04 - Task 04 - Guided Mock	L03 - Task 03 - Guided Mock	18-Nov		L03-Aims and Objectives	18-Nov	
PPEs		25-Nov		L06 - Task 06 - Guided Mock	L05 - Task 05 - Guided Mock	25-Nov		L04-Size and Location	25-Nov	
L01 - Targeting and segmenting the market L03 - 4ps (Place and Promotion)	C3 - LA1	02-Dec		L02 - Task 01	L01 - Task 01	02-Dec		L05- Assessment	02-Dec	
		09-Dec		L04 - Task 02	L03 - Task 02	09-Dec		L06-Assessment Review	09-Dec	
	C3 - LA2	16-Dec	PS1	L06 - Task 03	L05 - Task 03	16-Dec		L07- Customer Needs	16-Dec	
		L05 - Trust, reputation and loyalty	06-Jan		L08 - Task 04	L07 - Task 04	06-Jan		L01 - Types of Market Segmentation	06-Jan
		L02 - Payment Methods	13-Jan		L10 - Task 06	L09 - Task 05	13-Jan		L02-Benefits of Market Segmentation	13-Jan
L05 - Financial Statements	C3 - LA3	20-Jan		Exam Week		20-Jan		L03- Marketing Mix (Product Differentiation)	20-Jan	
L01 - Budgeting		27-Jan		L12 - Coursework Completion	L11 - Coursework Completion	27-Jan		L04-Product Life Cycle	27-Jan	
L03 - Improving cashflow		03-Feb		L02 - Characteristics of successful entrepren	L01 - enterprise and marketing	03-Feb		L05- Product Life Cycle- Extension Strategies	03-Feb	
L05 - Sources of finance		10-Feb		L04 - Potential Drawbacks for risk taking	L03 - Potential rewards for taking risks	10-Feb	PS1	L06- Marketing Mix- Price and Pricing Strategies	10-Feb	
L01 - C3 - Revision	Revision	24-Feb		L02 - Primary market research	L01 - Purpose of market research	24-Feb		L01 - Marketing Mix (Place/Channels of Distribution)	24-Feb	
L03 - C3 - Revision		03-Mar		L04 - Types of data (Quantative and Qualitic	L03 - Secondary Market research sources	03-Mar		L02- Marketing Mix(Promotion)	03-Mar	
Prompted PPEs		10-Mar		L06 - Benifits of market segmentation to a b	L05 - Types of Market segmentation	10-Mar		L03-Promotion (Advertising)	10-Mar	
L05 - C3 - Revision		17-Mar		L02 - Revenue generated by sales of a prod	L01 - Cost of producing a product	17-Mar		L04-Assessment	17-Mar	
L06 - C3 - Revision		24-Mar	PS2	L04 - Break-even to aid decision making	L03 - Profit and Loss	24-Mar		L05-Assessment Review	24-Mar	
L08 - C3 - Revision		31-Mar		L06 - Addressing misconceptions	L05 - Importance of cash	31-Mar		L06- Applying Marketing Mix to a Given Scenario	31-Mar	
L10 - C3 - Revision	Revision	21-Apr		L02 - Types of pricing strategies	L01 - The marketing mix elements for a goo	21-Apr		L01- Sources of Finance	21-Apr	
L13 - C3 - Revision		28-Apr		L04 - Types of advertising P1	L03 - How elements of the marketing mix wc	28-Apr		L02- Consideration of Sources of Finance	28-Apr	
L15 - C3 - Revision		####		L06 - Sales promotions techniques	L05 - Types of advertising P2	####		L03- Start Up Costs	####	
GCSE Exams		####		L08 - How to sell good service	L07 - Public Relations	####		L04- Fixed Costs and Variable Costs	####	
		####		L10 - Extension strategies	L09 - Product lifecycles	####		L05- Revenue and Profit	####	
GCSE Exams		02-Jun		L02 - Revision	L01 - Revision	02-Jun		L01 - Break Even and Uses	02-Jun	
		09-Jun		L04 - Revision	L03 - Revision	09-Jun		L02- Types of Payment Methods	09-Jun	
		16-Jun		PPEs		16-Jun		L03- B2C's and Financial Documents	16-Jun	
		23-Jun				23-Jun		L04-Financial Documents	23-Jun	
		30-Jun		L02 - Why branding is used	L01 - What is a brand	30-Jun		L05-Cash Flow	30-Jun	
		07-Jul		L04 - Produce a competitor analysis	L03 - Branding methods and techniques	07-Jul	PS2	L06-Improving Cash Flow	07-Jul	
		14-Jul				14-Jul		L07 -	14-Jul	
		21-Jul		CEW Week		21-Jul			21-Jul	

L02 - C1 LA1 Revision
L04 - C1 LA 3 Revision
L02 - Task 01
L04 - Task 01
L06 - Task 02
L08 - Task 02
L10 - Task 03
L12 - Task 03
L14 - Assignment completion
L02 - 4ps (Product and Price)
L04 - Factors influencing the choice of mark
L01 - Financial Docments
L03 - Revenue and costs
L05 - Profitability and liquidity
L02 - Cash Flow
L04 - Break even
L06 - Sources of finance P2
L02 - C3 - Revision
L04 - C3 - Revision
L06 - C3 - Revision
L07 - C3 - Revision
L09 - C3 - Revision
L11 - C3 - Revision
L14 - C3 - Revision