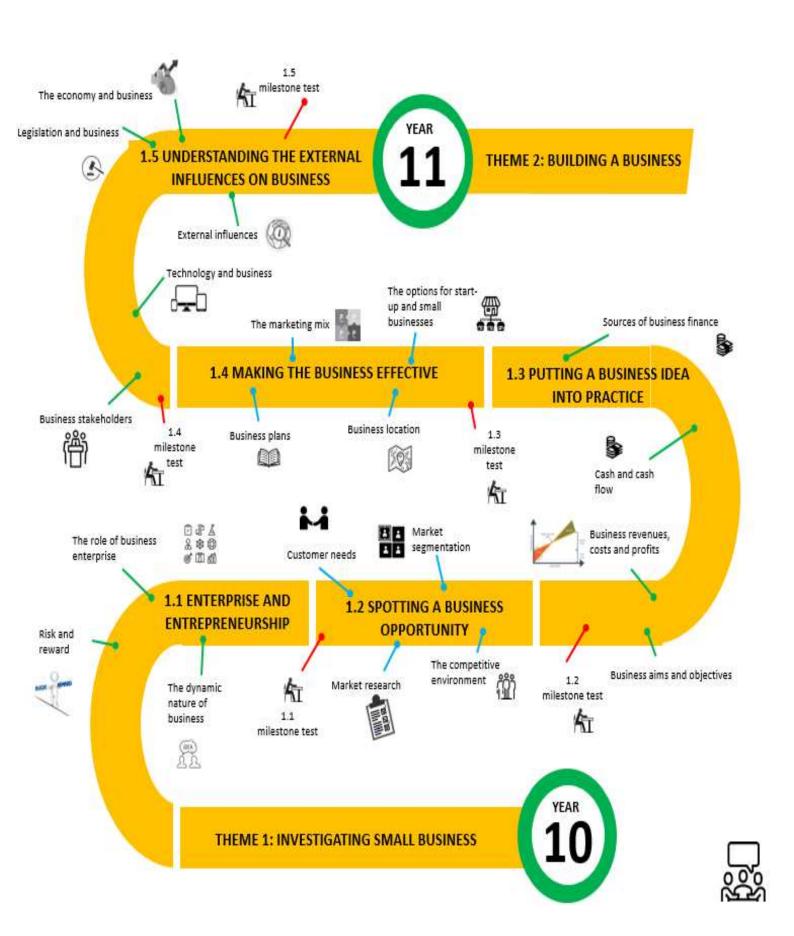
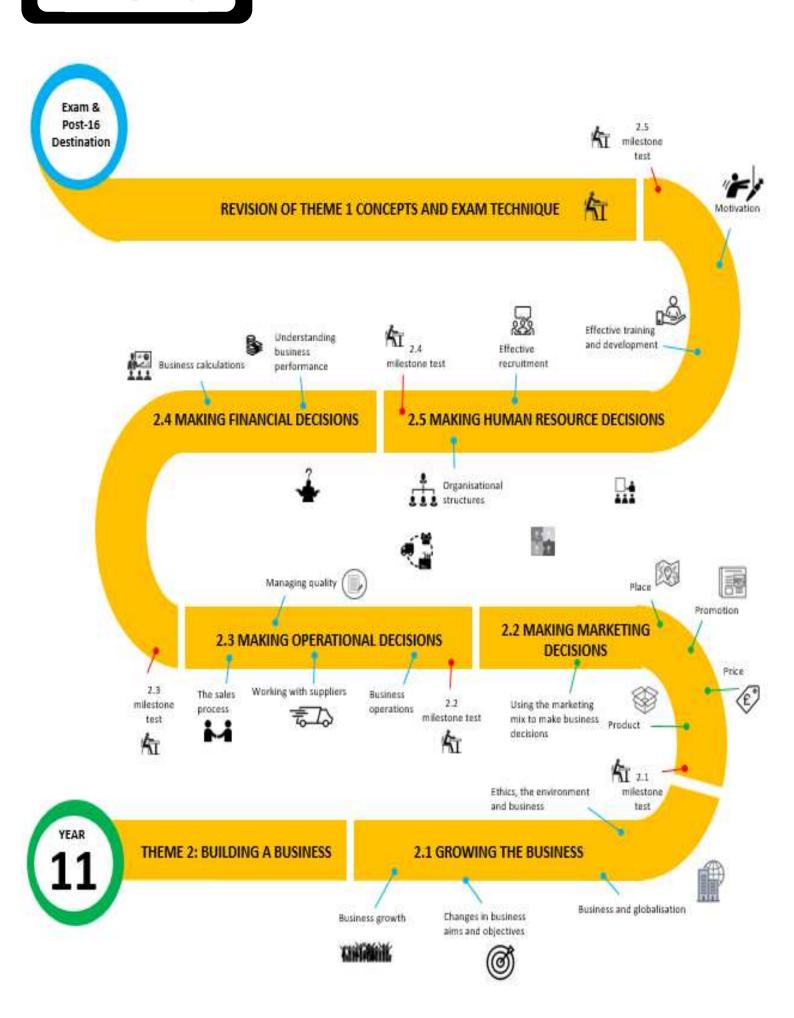
Y10 GCSE Business Learning Journey



Y11 GCSE Business Learning Journey



Y12 BTEC National **Business Learning Journey** Y12 ... Unit 1 Exploring Business, Unit 2 Developing a Marketing Campaign and Unit 3 Personal & Business Finance. Y13 ... Unit 2 Developing a Marketing Campaign and Unit 3 Personal & Business Finance and Unit 22 Market Research. B1: Purpose of researching information to identify the needs Time to move on to Y13 BTEC and wants of customers. B2: Market research methods and **National Business** use B3: Developing the rationale. A1: Role of marketing A2: Marketing activity influences. Business Finance: B1: Features of financial institutions. B2: Communicating with customers. B3: Consumer protection in relation to personal finance. B4: Information guidance & advice. Aim B: finance sector Personal Finance: A1: Functions & role of money. Learning A2: Different ways to pay. Unit 1 Internal A3: Current accounts. aging per Assignment #3 A4: Managing personal finances. finance E1 Role of innovation and enterprise **E2** Benefits and risks associated with innovation **D1** Different market structures Aim E: **D2** Relationship between demand, supply and price Unit 1 Internal Role of innovation & Assignment #2 enterprise in business D3 Pricing and output success cisions Learning Aim D: Examine business markets C1 External environment C2 Internal environment C3 Competitive environment Learning Aim C: Examine the business Unit 1 Internal C4 Situational analysis **B1** Structure and organisation **B2** Aims and objectives Unit 1 A1 Features of businesses Learning Aim B: A2 Stakeholders and their Investigate how Learning Aim A: Exploring the different influence businesses are A3 Effective business organised communications Subject Intent:



William Brookes School

Inspire students to have an entrepreneurial edge, through the differentiated teaching of Business knowledge and the building of confidence to analyse, evaluate and make 'real world' business decisions.

Business Learning Journey Y12 ... Unit 1 Exploring Business, Unit 2 Developing a Marketing Campaign and Unit 3 Personal & Business Finance. Y13 ... Unit 2 Developing a Marketing Campaign and Unit 3 Personal & **Business Finance and Unit 22 Market Research.** B1: Features of financial institutions. Good luck at university, in your Unit 2 & 3 Exams Unit 22 Internal B2: Communicating with apprenticeship or job! Attempt #2 Assignment #2 customers. B3: Consumer protection in relation to personal finance. B4: Information guidance & advice. B1: Features of financial Learning institutions. Aim C: Analyzing market research data B2: Communicating with Unit 22 Learning customers. Aim B: Planning market research B3: Consumer protection in Unit 22 Internal relation to personal finance. Assignment #1 B4: Information guidance & advice. B1: Features of financial institutions B2: Communicating with customers. Unit 22 Learning B3: Consumer protection in Aim A: Unit 2 & 3 Exams relation to personal finance. Types of market Attempt #1 B4: Information guidance & research advice. Business Finance: F1: Statement of comprehensive income. F2: Statement of financial position. F3: Measuring profitability. F4: Measuring liquidity. F5: Measuring efficiency. F6: Limitations of ratio analysis. Learning **Business Finance:** F1: Cash flow forecasts. Cashflow E2: Break even analysis. Learning Aim E: Sources of business Learning Aim D: Sources of business Business Finance: D1: Sources of finance. Business Finance: C1: Purpose of accounting. C2: Types of income. C3: Types of expenditure. C1: Marketing campaign activity. C2: Marketing mix. C3: The marketing campaign. Aim C: C4: Appropriateness of the marketing campaign. ourpose of accounting Subject Intent:



Y13 BTEC National

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