



Archbishop Beck Catholic College

KS5 Scheme of Work

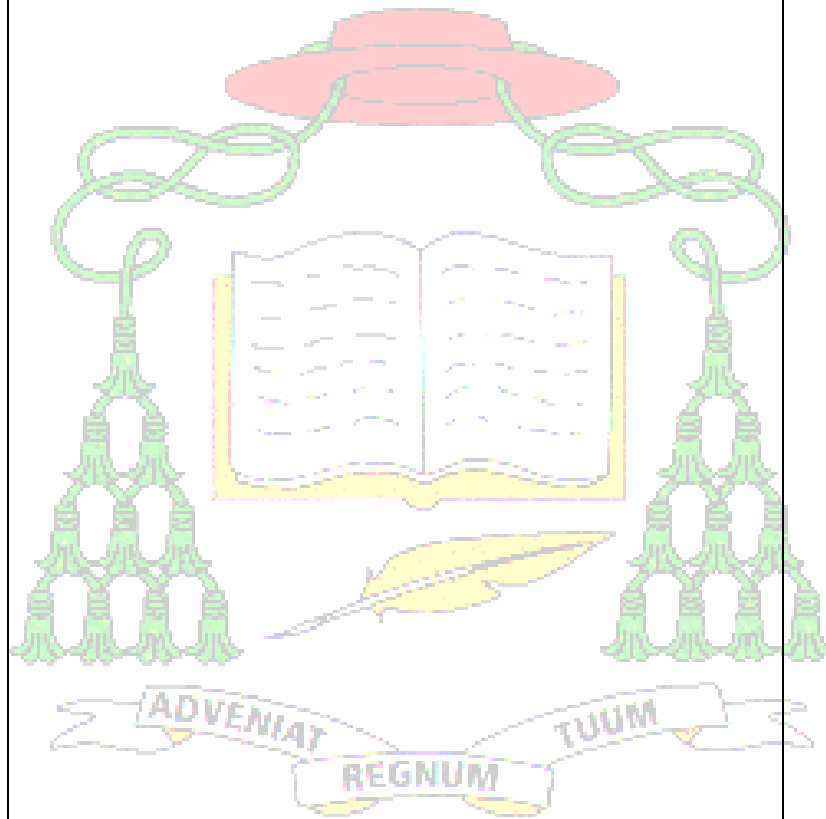
Year 12 Applied Business



Lesson Sequencing	The High 5 lesson : to be used throughout year	Further learning opportunities
<p>Unit 1 – Financial Planning and Monitoring</p> <ul style="list-style-type: none"> • Business Planning • Stakeholders • Forms of Ownership • Sources of Finance • Break Even • Costs and Revenue • Cash Flow & Cash Flow Forecasting • Break Even • Budgets • Interpreting Financial Information • Profitability Ratios • Liquidity Ratios • Analysing the financial performance of a business. • Market Information <p>Unit 2 – Business Dynamics</p> <ul style="list-style-type: none"> • Market opportunities • Business ownership • Purpose and use of vision statements • Stakeholders and interests • Aims and objectives 	<p>Consolidation: Tasks to support prior learning including past exam questions, knowledge quizzes, mind maps, discussion tasks, assessment of exemplar answers with the use of peer and self-assessment.</p> <p>Modelling: With the use of past exam model answers use to develop knowledge, application, analysis and evaluation for the 20 mark questions on the exam. The use of exemplar coursework task examples, exemplar answers and mark schemes for examination units. Teacher led to start with then in groups, pairs and individually with the use of notes to support independence as confidence increases.</p> <p>Response and Feedback: Q & A, oral feedback to whole class and individuals, written feedback on coursework tasks, improvement tasks, extension tasks, peer improvement tasks, detailed marking of written tasks, next step marking.</p> <p>Challenge: use of relevant extension tasks, use of model answers and examples of past examination responses to challenge the students to evaluate the question so looking at evaluation and judgement. Independent research of tasks using online resources. Challenge tasks set in response and feedback if appropriate.</p> <p>Independence: Research homework tasks which include examination questions and case studies, coursework tasks for both the internally and</p>	<p>Extension directed questioning, extended questions focus on all topics, use of authentic texts, increased use of extended vocabulary, and focus on key vocabulary, challenge activities incorporated into response and feedback, peer support and self-assessment.</p> <p>Exam/revision booklets created to support independent learning.</p>

- Organisational structure
- Functional activities
- Recruitment planning
- Effectiveness of recruitment process
- Mintzbergs organisational types
- Effectiveness of organisational types
- Competitive advantage
Extent to which business holds a competitive advantage
- Porters 5 forces
- Market mapping
- Competitive positioning
- Role of management
- Management policies
- SWOT
- Strengths and weaknesses of businesses competitive position
- SW affecting performance
- Opportunities and threats affecting businesses competitive position
- Business potential based on consideration of OT

externally assessed units, self and peer assessment.



Unit 3 - Entrepreneurial Opportunities

- PO1 - enterprising behaviour
- PO1 - innovation, risk and uncertainty
- PO1 - Myers- Briggs personality types and enterprising behaviour

a) Explore two possible market opportunities

created by experience days, their risks and uncertainties and explaining how risk and uncertainty might affect the benefits gained from the opportunities (P1, P2 and M1)

b) own personality type and skills relevant to exploiting the opportunities offered by experience days (P3)

PO2 - potential target markets
PO2 - support network

PO2 - selecting a customer value proposition for a personal enterprise
The significance of personality type and skills on the ways in which you will exploit the market opportunities (M2 and D1).

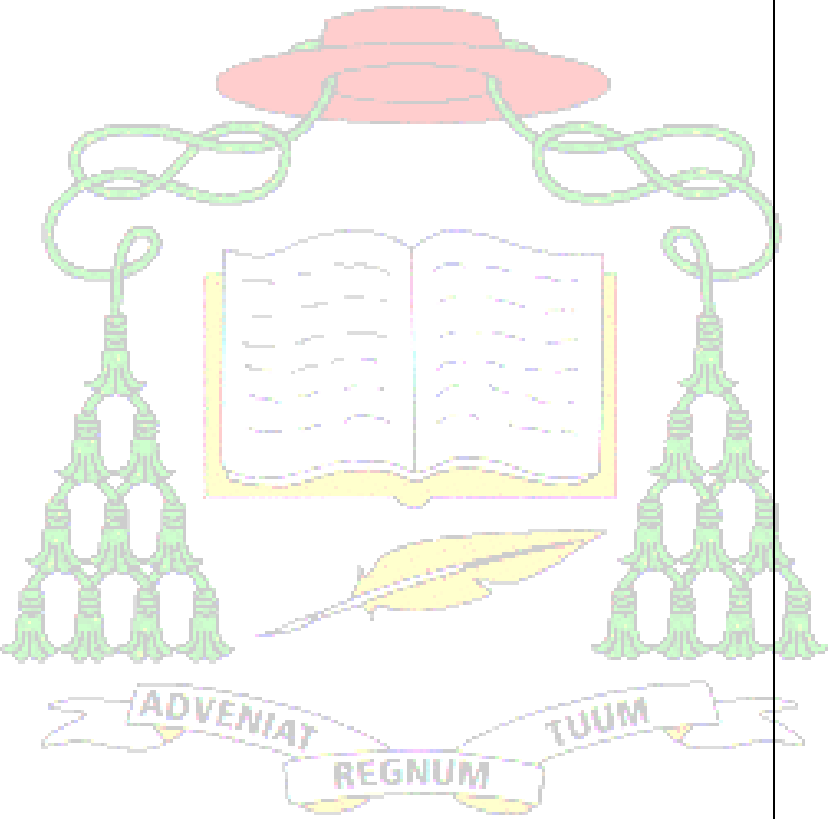
Socio-economic characteristics and key features of two possible target markets for your personal enterprise (P4 and M3)

- 3 - marketing activities
- PO3 - operations activities

How a support network/ groups can benefit a personal enterprise (P5 and M4)

outlining two possible customer value propositions for your personal enterprise (P6)

Personal enterprise viability' justifying how the marketing and operations activities collectively support the viability of the personal enterprise

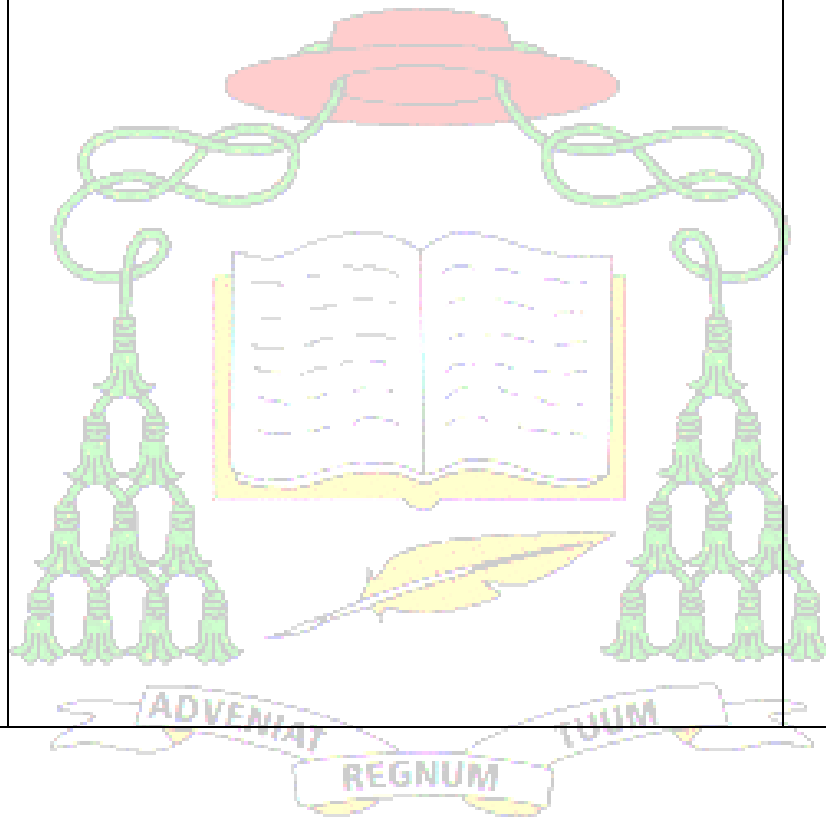


(M6, M7, D3 and D4).

- PO4 - risks and uncertainties
- PO4 - contingencies
- All POs - supervised **individual completion** of AQA unit 3 assignment tasks

Risks, uncertainties and contingencies explaining the potential impact of at least four risks and uncertainties, including health and safety in relation to customers using your experience days, on the personal enterprise (P9, P10 and M8)

'Making the most of a support network' judging the significance of the risks and uncertainties and the importance of different support network groups for the effectiveness of the contingencies (M9, D5 and D6).





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Year 13 Applied Business



Lesson Sequencing	The High 5 lesson : to be used throughout year	Further learning opportunities
<p>Unit 4 - Managing and Leading People</p> <ul style="list-style-type: none">• A01.1 Managers• A01.2 Leaders• A01.3 Managers V's Leaders• A01.4 Changing Environment• A02.1 Organisational Structure• A02.2 Employee Motivation• A02.3 Factors affecting the performance of teams• A03.1 Leadership• A03.2 Empowerment• A04.1 Factors resisting organisational change• A04.2 Implementing organisational change <p>Unit 5 - Business Planning</p> <p>Task 1 - annotated mind-map of three business ideas ('Business Ideas Mind Mapping Template') Template 3 business ideas Pass and Merit</p>	<p>Consolidation: Tasks to support prior learning including past exam questions, knowledge quizzes, mind maps, discussion tasks, assessment of exemplar answers with the use of peer and self-assessment.</p> <p>Modelling: With the use of past exam model answers use to develop knowledge, application, analysis and evaluation for the 20 mark questions on the exam. The use of exemplar coursework task examples, exemplar answers and mark schemes for examination units. Teacher led to start with then in groups, pairs and individually with the use of notes to support independence as confidence increases.</p> <p>Response and Feedback: Q & A, oral feedback to whole class and individuals, written feedback on coursework tasks, improvement tasks, extension tasks, peer improvement tasks, detailed marking of written tasks, next step marking.</p> <p>Challenge: use of relevant extension tasks, use of model answers and examples of past examination responses to challenge the students to evaluate the question so looking at evaluation and judgement. Independent research of tasks using online resources. Challenge tasks set in response and feedback if appropriate.</p>	<p>Extension directed questioning, extended questions focus on all topics, use of authentic texts, increased use of extended vocabulary, and focus on key vocabulary, challenge activities incorporated into response and feedback, peer support and self-assessment.</p> <p>Exam/revision booklets created to support independent learning.</p>

Task 2 - decision making template ('Choosing a Business Idea') Potential of 3 businesses and choose one with justification Pass, Merit, Distinction

Task 3 - research plan template ('Research Plan')

Single page template with dates Pass 3

Task 4 - analysis file

Research Pack, Market Mapping, competitor table, Graphs results written up. P4, M3

Task 5 - spreadsheet model of the business proposal

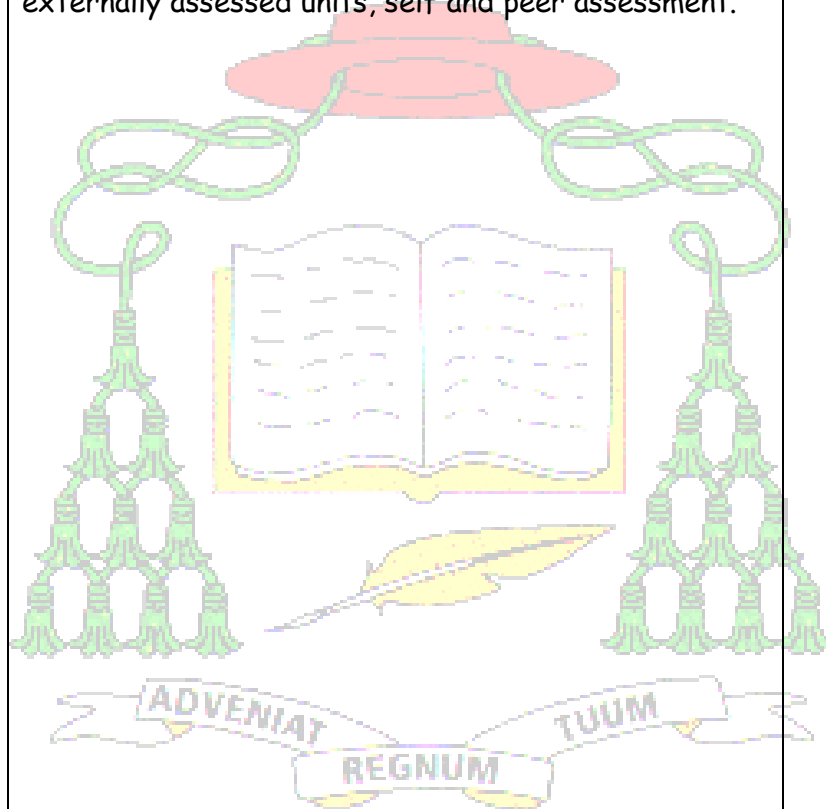
This will be evidenced in Task 6! We do not submit the spreadsheets for evidence.

Task 6 - viability, vision and aims report template ('Viability, vision and aims') One template to complete for P4 and D2 3 Scenarios written up from each spreadsheet e.g effect on cash flow and profit levels. (1)

Task 6 - viability, vision and aims report template ('Viability, vision and aims') One template to complete for P4 and D2 3 Scenarios written up from each spreadsheet e.g. effect on cash flow and profit levels.(2)

Task 7 - business proposal outline templates ('Financial Plan Key Components', 'Marketing Plan Key Components', 'Operations Plan Key Components' and 'Human Resources Plan Key Components') 4 templates to complete for P6 (1)

Independence: Research homework tasks which include examination questions and case studies, coursework tasks for both the internally and externally assessed units, self and peer assessment.



Unit 8 - Marketing Communications

- Communicating with potential and existing customers
- Verbal, non-verbal and visual communications
- Message content
- Traditional v Modern channels of communication
- Cost flexibility reach and engagement.
- Identify existing business potential
- Collect and collate target market characteristics data
- Collect and collate message and channel options
- Outline marketing communications approach
- Draft communications design
- Possible impact of the marketing communications on the business proposal's: outline plans and coherence of mix
- Adjustments to the business proposal considering the impact of the marketing communications

