Business Learning Journey
EYFS – Y13

Start an apprenticeship

Go to University

Unit 1, 2, 3 and 15 Sum Exam

REVISION

Assess Unit 16 and 6

Unit 1 and 15 Jan Exam

Unit 2 and 3 Jan Exam

REVISION

Unit 16
What is contained in project plans?

Unit 6
What business tools can be used in marketing?

Unit 6
What are the benefits of branding?

Unit 2
How does a business prioritise tasks and what are business tasks?

Unit 3
How can change affect business decisions?

Unit 2
How does a business communicate with stakeholders?

Unit 16
How and why are project monitored?

Unit 3
How can functionals areas affect business decisions?

Unit 16
What are the stages in project management?

Unit 3
How can data be used in business decisions?

Unit 6
What factors can influence marketing strategies?

Unit 15
Who are the stakeholders of change?

Unit 1
What can aid business planning and how can you assess business performance?

REVISION

Unit 1 and 15 Sum Exam

Assess Units 5 & 22

YEAR 13

Unit 5
How successful were your research methods?

Unit 22
How effective has a project been?

Unit 1
What are external influences on business and who are stakeholders?

Unit 5
What different market research methods will you use?

Unit 22
How can a team collaborate on a project?

Unit 2
What are business protocols?

Unit 6
What is the purpose of marketing strategies?

Unit 5
What are constraints on marketing?

Unit 2
How do businesses carry out meetings?

Unit 16
What are the skills in project management?

Unit 22
What is the scope of a project?

Unit 15
The drivers and theories of change? What barriers to change exist?

Assess Units 4 & 7

Unit 7
How can a campaign be pitched?

Unit 4
What are constraints when communicating with customers? What are good examples of customer service?

Unit 7
How can a campaign be planned?

Unit 4
How does a business communicate with customers?

Unit 1
What is organisational structure and how can businesses use financial information?

Unit 1
Types of business and their objectives. Functional areas of business.

Unit 7
What is the purpose of a marketing campaign?

Unit 4
Who are customers and what influences their behaviour?

Unit 5
What is the marketing function?

RO69 Promotional Campaigns
What does a promotional campaign look like?

RO69 Reviewing a Pitch
How do you measure the success of a pitch and how successful was your pitch?

YEAR 11

YEAR 12

Assess RO69

REVISION

RO67 Sum Exam

RO67 Advertising and Promotional Methods
How can advertising and promotional methods be used to attract and retain customers?

RO69 Planning and Pitching a Proposal
What are the different factors to consider when planning and pitching a business proposal?

RO69 Brand Identity and Promotional Plan
How and why does a business create brand identity? What is a promotional plan?

RO67 Entrepreneurs
What are the characteristics of entrepreneurs?

RO68 Product Design and Business Proposal
What does your product look like and how could it be modified?

RO68 Product Development
How are products developed using the design mix?

RO68 Market Research Design and Analysis
What impacts on the choices made in market research and what decisions can be made as a result?

Assess RO68

YEAR 10

RO67 Financial Viability of Products
What financial tools can be used to judge the financial viability of a product?

RO68 Review of Product, Financial Viability of Product
How financially viable is your product?

RO68 Market Segmentation and Customer Profile
What is market segmentation and who is your customer profile?

RO68 Market Research Tools
What are market research tools?

RO68 How to Target a Market
How do you target a market?

Digital literacy IV
What are the different IT skills which are transferable to other subjects, how do I present work professionally?

Data Modelling II
How can you search, manipulate and interrogate data using a database

Digital literacy III
What are the different legislations and how can they protect you and your data

Enterprise
Create a marketing plan for a hat business

Digital Graphics I
Using fireworks to design and create a cereal box.

YEAR 7

YEAR 8

YEAR 9

Data Modelling
Spreadsheets, use graphs, simulations, and databases

Digital Literacy
E-safety, touch typing, emails, networks and word processing

Interactive Multimedia Products
Create animations, use sounds, create blogs.

Digital literacy I
Passwords, searching for reliable information. Using basic Microsoft office applications

Data Modelling I
How to use a spreadsheet, how to create graphs, how to create simple formula

Digital Graphics II
Using Photoshop to manipulate images and produce a professional looking magazine.

KS2

Representing Data
Represent data using images and pictograms.

YEAR 2

YEAR 1

EYFS

Digital Literacy – Retrieve Content
Create a quiz, fact file, and PowerPoint presentation

Data Modelling - Spreadsheets
Use a spreadsheet to add amounts and create a graph

Digital Literacy - Emails
Keeping information safe. Open and send and email

Digital Literacy - Searching
Safe searching information and produce leaflet to explain.

Digital Literacy – Exploring
Logging on to computers.

Digital Literacy – Familiarise
Play ICT games Take pictures on iPads using props.