

Curriculum Overview: Year 12 Business Double As Single Including the Following

Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<p>Topic Bus Y12 Unit 7: Purpose of marketing campaigns, elements of the marketing mix Bus Y12 Unit 7: Digital marketing, roles of PR and advertising Bus Y12 Unit 22: Scoping a project</p>	<p>Topic Bus Y12 Unit 7: Planning and pitching campaigns Bus Y12 Unit 22: Collaborating and delivering a project</p>	<p>Topic Bus Y12 Unit 15: Drivers of change. Theories of change management. Planning, managing and overcoming barriers to change Bus Y12 Unit 7: Pitching campaigns Bus Y12 Unit 22: Collaborating and delivering a project</p>	<p>Topic Bus Y12 Unit 15: Stakeholders and change, Data and change Bus Y12 Unit 22: Collaborating and delivering a project</p>	<p>Topic Bus Y12 Unit 15: Revision Bus Y12 Unit 22: Evaluating the effectiveness of a project</p>	<p>Topic Bus Y12 Unit 15: Revision Bus Y12 Unit 22: Evaluating the effectiveness of a project</p>
<p>Links to prior learning Yr8 Enterprise Y10 Business RO68 Yr10/11 Business RO69, RO67</p> <p>Stretch and Challenge Enquiry What is digital marketing?</p>	<p>Links to prior learning Aut1 Purpose of marketing campaigns, the marketing mix, Digital marketing, roles of PR and advertising, scoping projects</p> <p>Stretch and Challenge Enquiry How have other business planned their marketing campaigns?</p>	<p>Links to prior learning Aut2 , Planning campaigns, delivering projects</p> <p>Stretch and Challenge Enquiry What are the drawbacks of different theoretical models to manage change?</p>	<p>Links to prior learning Spr1 Planning, managing and overcoming barriers to change, Theories of change management, pitching campaigns, delivering projects</p> <p>Stretch and Challenge Enquiry What are the skills of your team members and how can these be used?</p>	<p>Links to prior learning Spr1-Spr2 Unit 15 Managing change, delivering a project</p> <p>Stretch and Challenge Enquiry Independent inquiry: How well has a business managed change?</p>	<p>Links to prior learning Spr1-Spr2 Unit 15 Managing change, evaluating a project</p> <p>Stretch and Challenge Enquiry How successful has your project been?</p>
<p>Equipment Needed</p> <p>Pencil, ruler, rubber, sharpener, Ball point pen. Having internet access as well as a mobile phone, laptop or computer at home is beneficial, although not essential.</p>		<p>Wider Reading</p> <p>Cambridge Technicals Level 3 Business, Bayley et al.</p>		<p>Family activities</p> <p>Read the news and look at business examples in everyday life. Ask your child to discuss or show you some of the pieces of work they have created. Encourage your child to develop a growth mind-set and accept mistakes as part of the learning process.</p>	