

Curriculum Overview: Year 12 Business Single

Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<p>Topic Bus Y12 Unit 4: who are customers and what influences their behaviour? Bus Y12 Unit 1: types of business and their objectives Bus Y12 Unit 1: Functional areas of business</p>	<p>Topic Bus Y12 Unit 4: Communicating with customers. Bus Y12 Unit 1: Organisational structures and their effects Bus Y12 Unit 1: Use of financial information</p>	<p>Topic Bus Y12 Unit 4: constraints when communicating with customers. Bus Y12 Unit 5: what is the marketing function? Bus Y12 Unit 1: Business stakeholders Bus Y12 Unit 4: Customer service and examples of communication Bus Y12 Unit 1: External influences on business</p>	<p>Topic Bus Y12 Unit 4: Customer service and examples of communication Bus Y12 Unit 5: Constraints on marketing Bus Y12 Unit 1: Business planning Bus Y12 Unit 1: Assessing business performance</p>	<p>Topic Bus Y12 Unit 1: Revision Bus Y12 Unit 5: Market research</p>	<p>Topic Bus Y13 Unit 2: Business protocols Bus Y12 Unit 5: review of market research</p>
<p>Links to prior learning Yr8 Enterprise Y10 Business RO68 Yr10/11 Business RO69, RO67</p>	<p>Links to prior learning Aut1 Customers and their behaviour and the marketing function.</p>	<p>Links to prior learning Aut2 Constraints on marketing and communicating with customers</p>	<p>Links to prior learning Spr1 constraints on communicating with customers and market research tools</p>	<p>Links to prior learning Aut1-Spr2 Unit 1 The Business Environment</p>	<p>Links to prior learning Aut1-Spr2 Unit 1 The Business Environment</p>
<p>Stretch and Challenge Enquiry How do businesses respond to differing customer needs?</p>	<p>Stretch and Challenge Enquiry What are corporate standards? What is market analysis?</p>	<p>Stretch and Challenge Enquiry What is market research?</p>	<p>Stretch and Challenge Enquiry What affects the validity and reliability of market research?</p>	<p>Stretch and Challenge Enquiry Independent inquiry: How well has a business performed against its aims?</p>	<p>Stretch and Challenge Enquiry What improvements could be made to a marketing proposal to make it more viable?</p>
Equipment Needed		Wider Reading		Family activities	
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.		Cambridge Technicals Level 3 Business, Bayley et al.		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.	

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