

## Curriculum Overview: Year 13 Business Double As Single Including the Following

Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<p><b>Topic</b>                      Bus Y13 Unit 6: Purpose of marketing strategies                      Bus Y13 Unit 3: Factors of Business decisions                      Bus Y13 Unit 3: Using data for Business decisions</p>	<p><b>Topic</b>                      Bus Y13 Unit 6: Factors influencing marketing strategies                      Bus Y13 Unit 3: Human resources and Business decisions                      Bus Y13 Unit 3: Marketing and Business decisions</p>	<p><b>Topic</b>                      Bus Y13 Unit 6: Digital marketing                      Bus Y13 Unit 3: Change and Business decisions                      Bus Y13 Unit 3: Justifying Business decisions</p>	<p><b>Topic</b>                      Bus Y13 Unit 3: Revision                      Bus Y13 Unit 6: Benefits of branding                      Bus Y13 Unit 6: Business tools and marketing strategies</p>	<p><b>Topic</b>                      Bus Y13 Unit 3: Revision</p>	<p><b>Topic</b>                      Bus Y13 Unit 3: Revision</p>
<p><b>Links to prior learning</b>                      Yr12 Unit 7, Unit 15</p> <p><b>Stretch and Challenge Enquiry</b>                      Independent inquiry: research into different businesses and possible decisions.</p>	<p><b>Links to prior learning</b>                      Aut1 Purpose of marketing strategies, Factors of Business decisions, Using data for Business decisions</p> <p><b>Stretch and Challenge Enquiry</b>                      How does responsible business practices affect the businesses ability to meet all of their needs?</p>	<p><b>Links to prior learning</b>                      Aut2 Factors influencing marketing strategies, Human resources and Business decisions, Marketing and Business decisions</p> <p><b>Stretch and Challenge Enquiry</b>                      Assessing the different forms of communication with different stakeholders.</p>	<p><b>Links to prior learning</b>                      Spr1 Digital marketing, Change and Business decisions, Justifying Business decisions</p> <p><b>Stretch and Challenge Enquiry</b>                      How can businesses resolve conflicts between stakeholders?</p>	<p><b>Links to prior learning</b>                      Sum2-Sp1 Unit 3 Business Decisions</p> <p><b>Stretch and Challenge Enquiry</b>                      What are the most suitable forms of communication for different scenarios?</p>	<p><b>Links to prior learning</b>                      Sum2-Sp1 Unit 3 Business Decisions</p> <p><b>Stretch and Challenge Enquiry</b>                      What protocols can a business expect their employees to follow?</p>
<p><b>Equipment Needed</b></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><b>Wider Reading</b></p> <p>Cambridge Technicals Level 3 Business, Bayley et al.</p>		<p><b>Family activities</b></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>	