

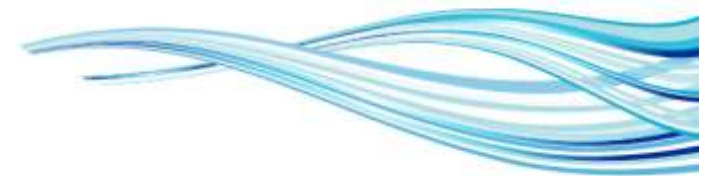
## Long term overview document for Business Studies

NB: Ongoing Assessments are to be graded and SIR marked.

Year	Autumn term 1	Autumn term 2	Spring term 1	Spring term 2	Summer term 1	Summer term 2
Year 10	<p><b>Topic: Unit 3 Promoting a Brand</b></p> <p><b>Overall aims:</b> Learning aim A: Explore the use of branding and the promotional mix in business</p> <p><b>9-1 subject specific areas/skills covered across topic:</b>            Explain how branding is used in two businesses (P1)            Assess the marketing mix for a selected branded product (P2)            Describe the purpose of elements of the promotional mix used for a selected branded product (P3)            Compare the use of brand promotion in two businesses (M1)</p>	<p><b>Topic: Unit 3 Promoting a Brand</b></p> <p><b>Overall aims:</b> Learning aim B: Develop and promote a brand for a business</p> <p><b>9-1 subject specific areas/skills covered across topic:</b>            Use branding methods and techniques to recommend a brand personality and a target market for a brand (P4)            Plan a promotional campaign for a brand (P5)            Explain how branding methods and techniques were used to recommend a brand personality and a target market for a brand (M3)            Justify the choice of</p>	<p><b>Topic: Unit 4 Principles of Customer Service</b></p> <p><b>Overall aims:</b> Learning aim A: Understand how businesses provide customer service</p> <p><b>9-1 subject specific areas/skills covered across topic:</b>            Describe the different types of customer service provided by two selected businesses (P1)            Describe the characteristics of consistent and reliable customer service (P2)            Compare how two selected businesses satisfy customers (M1)            Explain how a selected business attempts to exceed customer</p>	<p><b>Topic: Unit 4 Principles of Customer Service</b></p> <p><b>Overall aims:</b> Learning aim A: Understand how businesses provide customer service</p> <p><b>9-1 subject specific areas/skills covered across topic:</b>            Explain how organisational procedures and legislation contribute to consistent and reliable customer service (P3)            Explain how legislative and regulatory requirements affect customer service in a selected business (P4)            Compare the impact of legislative and regulatory requirements affecting customer</p>	<p><b>Topic: Unit 4 Principles of Customer Service</b></p> <p><b>Overall aims:</b> Learning aim B: Demonstrate appropriate customer service skills in different situations</p> <p><b>9-1 subject specific areas/skills covered across topic:</b>            Describe how a selected business meets the needs and expectations of three different types of customer (P5)            Describe, using examples, the limits of authority that would apply when delivering customer service (P6)  <b>Ongoing Assessments (9-1 specific):</b></p>	<p><b>Topic: Unit 4 Principles of Customer Service</b></p> <p><b>Overall aims:</b> Learning aim B: Demonstrate appropriate customer service skills in different situations</p> <p><b>9-1 subject specific areas/skills covered across topic:</b>            Demonstrate effective communications skills to meet customer needs when dealing with three different customer types in customer service situations (P7)            Demonstrate effective communications skills when responding to customer problems and complaints in three customer service situations (M4)</p>



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	<p>Explain the importance of selecting an appropriate promotional mix for a selected branded product (M2) Evaluate the effectiveness of the promotional mix for a selected branded product (D1)</p> <p><b>Ongoing Assessments ( 9-1 specific): BTEC criteria assessed via 100% coursework</b></p>	<p>promotional mix for a brand (M4) Evaluate the effectiveness of a promotional campaign for a brand and recommend improvements (D2)</p> <p><b>Ongoing Assessments ( 9-1 specific): BTEC criteria assessed via 100% coursework</b></p>	<p>expectations (M2) Assess the effect of providing consistent and reliable customer service on the reputation of a selected business (D1)</p> <p><b>Ongoing Assessments ( 9-1 specific): BTEC criteria assessed via 100% coursework</b></p>	<p>service on a selected business (M3)</p> <p><b>Ongoing Assessments ( 9-1 specific): BTEC criteria assessed via 100% coursework</b></p>	<p>Evaluate the effectiveness of own customer service skills, justifying areas for improvement (D2)</p> <p><b>Ongoing Assessments ( 9-1 specific): BTEC criteria assessed via 100% coursework</b></p>
Year 11	<p><b>Topic: Unit 1 Enterprise in the Business World</b></p> <p><b>Overall aims: Learning Aim A Factors and trends affecting business</b></p> <p><b>9-1 subject specific areas/skills covered across topic:</b> Outline how the business environment can impact on a start-up business (P1) Explain how current trends will impact on a</p>	<p><b>Topic: Unit 1 Enterprise in the Business World</b></p> <p><b>Overall aims: Learning Aim B The Features of Successful Businesses</b></p> <p><b>9-1 subject specific areas/skills covered across topic:</b> Describe, using relevant examples, the features of successful businesses (P3) Prepare a realistic initial plan for a business idea suitable for the local</p>	<p><b>Topic: Unit 1 Enterprise in the Business World</b></p> <p><b>Overall aims: Learning Aim C The Business Model</b></p> <p><b>9-1 subject specific areas/skills covered across topic:</b> Explain the reasons for the choice of format selected for a business start-up (P5) Present a realistic business model for a business start-up (P6) Present a realistic</p>	<p>All Units will be completed by now so any remaining time can be used to support underachieving students</p>	



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	<p>start-up business (P2) Explain how changes in the current business environment are likely to impact on a start-up business (M1) Compare how two trends have impacted on a start-up business (M2) Assess the current risks, opportunities and trends in the business environment for a start-up business (D1)</p> <p><b>Ongoing Assessments ( 9-1 specific):</b> BTEC criteria assessed via 100% coursework</p>	<p>area (P4) Compare the features, strengths and weaknesses of two successful businesses (M3) Explain how the initial plan for a business idea has the potential to respond to market needs (M4) Justify how the initial plan for a business idea has potential for success in relation to existing local businesses (D2)</p> <p><b>Ongoing Assessments ( 9-1 specific):</b> BTEC criteria assessed via 100% coursework</p>	<p>business model for a business, explaining how the format and business model will enable it to carry out its activities successfully (M5) Present a realistic business model for a business, explaining how the format and supporting evidence justifies the initial business idea (D3)</p> <p><b>Ongoing Assessments ( 9-1 specific):</b> BTEC criteria assessed via 100% coursework</p>			
Year 12 (EO)	<p><b>Topic: Unit 2 Developing a Marketing Campaign</b></p> <p><b>Overall aims:</b> Learning Aim A: Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign</p>	<p><b>Topic: Unit 2 Developing a Marketing Campaign</b></p> <p><b>Overall aims:</b> Learning Aim B: Using information to develop the rationale for a marketing campaign</p> <p><b>Exam specification specific areas/skills:</b></p>	<p><b>Topic: Unit 2 Developing a Marketing Campaign</b></p> <p><b>Overall aims:</b> Learning Aim B: Using information to develop the rationale for a marketing campaign</p> <p><b>Exam specification specific areas/skills:</b></p>	<p><b>Topic: Unit 2 Developing a Marketing Campaign</b></p> <p><b>Overall aims:</b> Learning Aim C : Planning and delivering a marketing campaign</p> <p><b>Exam specification specific areas/skills:</b></p> <ul style="list-style-type: none"> <li>Marketing campaign</li> </ul>	<p><b>Topic: Unit 2 Developing a Marketing Campaign</b></p> <p><b>Overall aims:</b> Learning Aim C : Planning and delivering a marketing campaign</p> <p><b>Exam specification specific areas/skills:</b></p> <ul style="list-style-type: none"> <li>Revision and prep</li> </ul>	Controlled assessment completed by now so remaining time will be allocated to completing Unit 1 coursework.



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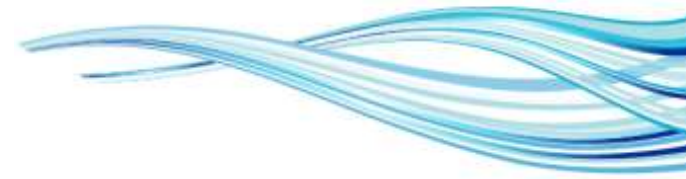


	<p><b>Exam specification specific areas/skills:</b></p> <ul style="list-style-type: none"> <li>The Role of Marketing</li> <li>Principles and purposes of marketing</li> <li>Marketing aims and objectives</li> <li>Mass &amp; niche market</li> <li>Branding</li> <li>Influences on marketing activity</li> </ul> <p><b>Ongoing Assessments:</b> Ongoing assessments to track progress – homework, presentations, tests in preparation for Controlled Assessment in May 2017</p>	<ul style="list-style-type: none"> <li>Purpose of researching information to identify the needs and wants of customers</li> <li>Market research methods and use</li> </ul> <p><b>Ongoing Assessments:</b> Ongoing assessments to track progress – homework, presentations, tests in preparation for Controlled Assessment in May 2017</p>	<ul style="list-style-type: none"> <li>Developing the rationale</li> </ul> <p><b>Ongoing Assessments:</b> Ongoing assessments to track progress – homework, presentations, tests in preparation for Controlled Assessment in May 2017</p>	<p>activity</p> <ul style="list-style-type: none"> <li>Marketing mix</li> <li>The marketing campaign</li> <li>Appropriateness of marketing campaign</li> </ul> <p><b>Ongoing Assessments:</b> Ongoing assessments to track progress – homework, presentations, tests in preparation for Controlled Assessment in May 2017</p>	<p>for controlled assessment</p> <ul style="list-style-type: none"> <li>Research for the external assessment</li> </ul> <p><b>Ongoing Assessments:</b> Practice assessment activity, Revision, Mock assessment</p> <p>Controlled Assessment – May 2017</p>	
Year 12 (SG)	<p><b>Topic: Unit 1 Exploring Business</b></p> <p><b>Overall aims:</b> Learning Aim A: Explore the features of different businesses and analyse what makes them successful</p>	<p><b>Topic: Unit 1 Exploring Business</b></p> <p><b>Overall aims:</b> Learning Aim B: Investigate how businesses are organised</p>	<p><b>Topic: Unit 1 Exploring Business</b></p> <p><b>Overall aims:</b> Learning Aim C: Examine the environment in which businesses operate</p> <p><b>Exam specification</b></p>	<p><b>Topic: Unit 1 Exploring Business</b></p> <p><b>Overall aims:</b> Learning Aim D: Examine business markets</p> <p><b>Exam specification specific areas/skills:</b></p>	<p><b>Topic: Unit 1 Exploring Business</b></p> <p><b>Overall aims:</b> Learning Aim E: Investigate the role and contribution of innovation and enterprise to business success</p>	<p><b>Topic: Unit 1 Exploring Business</b></p> <p><b>Overall aims:</b> Learning Aim E: Investigate the role and contribution of innovation and enterprise to business success</p>



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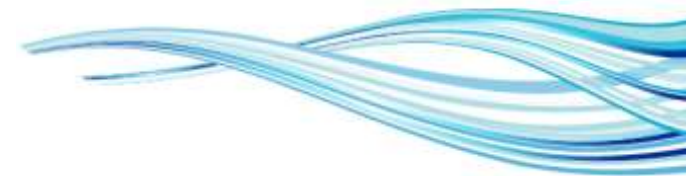
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	<p><b>Exam specification specific areas/skills:</b></p> <ul style="list-style-type: none"> <li>• Features of businesses</li> <li>• Stakeholders and their influence</li> <li>• Effective business communications</li> </ul> <p><b>Ongoing Assessments:</b> BTEC units assessed 100% coursework</p>	<p><b>Exam specification specific areas/skills:</b></p> <ul style="list-style-type: none"> <li>• Structure and organisation</li> <li>• Aims and objectives</li> </ul> <p><b>Ongoing Assessments:</b> BTEC units assessed 100% coursework</p>	<p><b>specific areas/skills:</b></p> <ul style="list-style-type: none"> <li>• External environment</li> <li>• Internal environment</li> <li>• Competitive environment</li> <li>• Situational analysis</li> </ul> <p><b>Ongoing Assessments:</b> BTEC units assessed 100% coursework</p>	<ul style="list-style-type: none"> <li>• Different market structures</li> <li>• Relationship between demand, supply and price</li> <li>• Pricing and output decisions</li> </ul> <p><b>Ongoing Assessments:</b> BTEC units assessed 100% coursework</p>	<p><b>Exam specification specific areas/skills:</b></p> <ul style="list-style-type: none"> <li>• Role of innovation and enterprise</li> </ul> <p><b>Ongoing Assessments:</b> BTEC units assessed 100% coursework</p>	<p><b>Exam specification specific areas/skills:</b></p> <ul style="list-style-type: none"> <li>• Benefits and risks associated with innovation and enterprise</li> </ul> <p><b>Ongoing Assessments:</b> BTEC units assessed 100% coursework</p>
Year 12 (SB)	<p><b>Topic: Unit 3 Personal and Business Finance</b></p> <p><b>Overall aims: Learning Aim A Understand the importance of managing personal finance</b></p> <p><b>Exam specification specific areas/skills:</b></p> <ul style="list-style-type: none"> <li>• Functions and role of money</li> <li>• Functions and role of money</li> <li>• Different ways to pay</li> <li>• Current accounts</li> <li>• Managing personal finance</li> </ul>	<p><b>Topic: Unit 3 Personal and Business Finance</b></p> <p><b>Overall aims: Learning Aim B Explore the personal finance sector</b></p> <p><b>Exam specification specific areas/skills:</b></p> <ul style="list-style-type: none"> <li>• Features of financial institutions</li> <li>• Communicating with customers</li> <li>• Consumer protection in relation to personal finance</li> <li>• Information guidance and advice</li> </ul> <p><b>Ongoing Assessments:</b></p>	<p><b>Topic: Unit 3 Personal and Business Finance</b></p> <p><b>Overall aims: Learning Aim C Purpose of Accounting</b></p> <p><b>Exam specification specific areas/skills:</b></p> <ul style="list-style-type: none"> <li>• Purpose of accounting</li> <li>• Types of income</li> <li>• Types of expenditure</li> </ul> <p><b>Ongoing Assessments:</b> Ongoing assessments to track progress – homework, presentations, tests in preparation for exam in May 2017</p>	<p><b>Topic: Unit 3 Personal and Business Finance</b></p> <p><b>Overall aims: Learning Aim D Select and evaluate sources of finance / Learning Aim E Break-even and cash flow forecasts</b></p> <p><b>Exam specification specific areas/skills:</b></p> <ul style="list-style-type: none"> <li>• Sources of finance</li> <li>• Cash flow forecasts</li> <li>• Break-even analysis</li> </ul> <p><b>Ongoing Assessments:</b> Ongoing assessments to track progress – homework, presentations, tests in</p>	<p><b>Topic: Unit 3 Personal and Business Finance</b></p> <p><b>Overall aims: Learning Aim F Financial statements</b></p> <p><b>Exam specification specific areas/skills:</b></p> <ul style="list-style-type: none"> <li>• Statement of income</li> <li>• Statement of financial position</li> <li>• The statement together</li> <li>• Measuring profitability</li> <li>• Measuring liquidity</li> <li>• Measuring efficiency</li> <li>• Limitations of ratios</li> </ul>	<p>Controlled assessment completed by now so remaining time will be allocated to completing Unit 1 coursework.</p>



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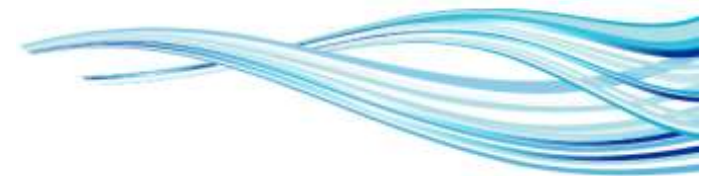


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	<p><b>Ongoing Assessments:</b> Ongoing assessments to track progress – homework, presentations, tests in preparation for exam in May 2017</p>	<p>Ongoing assessments to track progress – homework, presentations, tests in preparation for exam in May 2017</p> <p>Mock exam on personal finance</p>		<p>preparation for exam in May 2017</p> <p>Mock exam on all theory covered so far in course</p>	<p><b>Ongoing Assessments:</b> Unit 3 Exam 25<sup>th</sup> May 2017</p>	
Year 13 (SB)	<p><b>Topic: Unit 18 Managing a Business Event</b></p> <p><b>Overall aims: The Role and Skills of an event organiser</b></p> <p><b>Exam specification specific areas/skills:</b> Describe the skills required of an event organiser (P1) Explain the role of an event organiser (P2) Assess the importance of meeting organisational and legal requirements when planning a business event (M1)</p> <p><b>Ongoing Assessments: BTEC criteria assessed via 100% coursework</b></p>	<p><b>Topic: Unit 18 Managing a Business Event</b></p> <p><b>Overall aims: Planning and delivering an event</b></p> <p><b>Exam specification specific areas/skills:</b> Prepare a plan for a business event (P3) Arrange and organise a venue for a business event, ensuring health and safety requirements are met (P4) Provide support for the running of an event (P5) Produce guidelines for dealing with problems (P6) Analyse the arrangements made by an event organiser to plan a business event (M2)</p>	<p><b>Topic: Unit 18 Managing a Business Event</b></p> <p><b>Overall aims: Post-event review and follow-up activities</b></p> <p><b>Exam specification specific areas/skills:</b> Carry out follow-up activities after a business event (P7) Review the success of the business event (P8) Evaluate how a business event can inform future planning (M3) Evaluate the management of a business event making recommendations for future improvements (D1) Evaluate feedback from delegates participating</p>	<p>All Units will be completed by now so any remaining time can be used to support underachieving students</p>		



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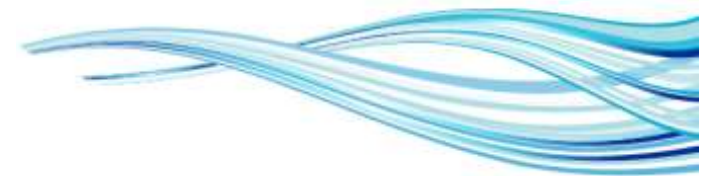


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		Ongoing Assessments: BTEC criteria assessed via 100% coursework	in the event. (D2) Ongoing Assessments: BTEC criteria assessed via 100% coursework			
Year 13 (EO)	<p><b>Topic: Unit 4 Communication in Business</b></p> <p><b>Overall aims: Business Information, their sources and purpose</b></p> <p><b>Exam specification specific areas/skills:</b> Explain different types of business information, their sources and purposes (P1) Produce corporate communications (P3) Outline electronic and non-electronic methods for communicating business information, using examples for different types of audience (P7) Analyse different types of business information and their sources (M1) Evaluate the appropriateness of business information</p>	<p><b>Topic: Unit 4 Communication in Business</b></p> <p><b>Overall aims:</b> Business information and its communication as key contributors to the success of an organisation</p> <p><b>Exam specification specific areas/skills:</b> Present complex internal business information using three different methods appropriate to the user's needs (P2) Evaluate the external corporate communications of an existing product or service (P4) Evaluate the effectiveness of business information and its communication as key contributors to the</p>	<p><b>Topic: Unit 4 Communication in Business</b></p> <p><b>Overall aims:</b> The legal, ethical and operational issues in relation to the use of business information</p> <p><b>Exam specification specific areas/skills:</b> Explain the legal and ethical issues in relation to the use of business information (P5) Explain the operational issues in relation to the use of business information (P6) Analyse the legal, ethical and operational issues in relation to the use of business information, using appropriate examples (M2)</p>			



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	<p>used to make strategic decisions (D1)</p> <p><b>Ongoing Assessments: BTEC criteria assessed via 100% coursework</b></p>	<p>success of an organisation, using examples to illustrate your points (D2)</p> <p><b>Ongoing Assessments: BTEC criteria assessed via 100% coursework</b></p>	<p><b>Ongoing Assessments: BTEC criteria assessed via 100% coursework</b></p>		
Year 13 (SG)	<p><b>Topic: Unit 5</b> The role and significance of accounting in Business</p> <p><b>Overall aims:</b> The role and purpose of accounting</p> <p><b>Exam specification specific areas/skills:</b> Describe the purpose of accounting for an organisation (P1) Explain the difference between capital and revenue items of expenditure and income (P2)</p> <p><b>Ongoing Assessments: BTEC criteria assessed via 100% coursework</b></p>	<p><b>Topic: Unit 5</b> The role and significance of accounting in Business</p> <p><b>Overall aims: Creating financial documents</b></p> <p><b>Exam specification specific areas/skills:</b> Prepare a 12-month cash flow forecast to enable an organisation to manage its cash (P3) Prepare a profit and loss account and balance sheet for a given organisation (P4) Analyse the cash flow problems a business might experience (M1) Justify actions a business might take when experiencing cash flow problems (D1)</p>	<p><b>Topic: Unit 5</b> The role and significance of accounting in Business</p> <p><b>Overall aims: Measuring the performance of a business</b></p> <p><b>Exam specification specific areas/skills:</b> Perform ratio analysis to measure the profitability, liquidity and efficiency of a given organisation (P5) Analyse the performance of a business using suitable ratios (M2) Evaluate the financial performance and position of a business using ratio analysis (D2)</p>		





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		<b>Ongoing Assessments: BTEC criteria assessed via 100% coursework</b>	<b>Ongoing Assessments: BTEC criteria assessed via 100% coursework</b>			
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