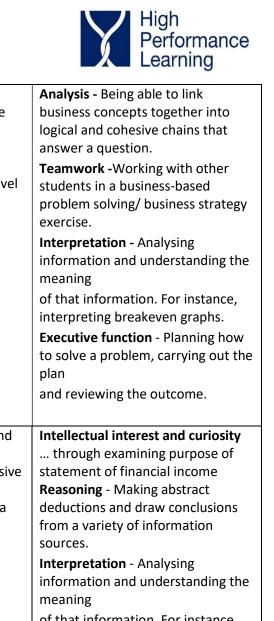




Term	Week	Focus	Summary	Learning Outcomes	Learning skills
	1	Topic 3 Business finance 3.1 Business finance - sources	The need for finance:	Overview of assessment structure of the course. To evaluate the main types of Internal and external sources of Finance.	Creativity- identifying data and creating mind-map and display materials. Teamwork -Working with other students in a business-based problem solving/ business strategy exercise. Interpersonal Communication-Able to communicate the business concepts behind a given scenario to
Term 1.			 loan capital, share capital, including stock market floatation (public limited company) venture capital crowdfunding 		peers and teachers and be able to answer questions using business language
	2	3.2 Cash flow forecasting	 The importance of cash to a business: to pay suppliers, overheads, and employees to prevent business failure (insolvency) the difference between cash and profit Calculations and interpretations of cashflow forecasts: cash inflows cash outflows net cash flow opening and closing balances 	To analyse the features of a good Business plan To evaluate cash flow using a Case study and prepare a cash flow forecast	Critical thinking - Using many pieces of information (sometimes seemingly unrelated) and synthesise this information to make judgements in evaluating cash flow statement Interpretation - Analysing information and understanding the meaning of that information. For instance, interpreting Cashflow statements/forecasts.





3	3.3 Costs and break- even analysis	 The concept and calculation of: revenue fixed and variable costs total costs profit and loss The concept of break-even and calculation of break-even (from formula or diagram): break-even level of output Interpretation of break-even charts: the impact of changes in revenue and costs limitations of break-even charts 	To analyse and interpret breakeven charts; evaluate the impacts of changes in revenue and costs To apply knowledge and calculate the breakeven level of output.	Analysis - Being able to link business concepts together into logical and cohesive chains that answer a question. Teamwork - Working with other students in a business-based problem solving/ business strategy exercise. Interpretation - Analysing information and understanding the meaning of that information. For instance, interpreting breakeven graphs. Executive function - Planning how to solve a problem, carrying out the plan and reviewing the outcome.
4	3.4 Financial documents	 The purpose of statements of comprehensive income: key features – sales, cost of sales, gross profit, expenses, operating profit the use of statements of comprehensive income indecision making (students will not be required to construct an income statement) the nature of profit and its importance. The purpose of statements of financial position: major features – current and non-current assets, current and non-current liabilities, capital employed 	To apply the knowledge and analyse the purpose statements of comprehensive income To evaluate and interpret a statement of financial position and construct a statement of financial position	Intellectual interest and curiosity through examining purpose of statement of financial income Reasoning - Making abstract deductions and draw conclusions from a variety of information sources. Interpretation - Analysing information and understanding the meaning of that information. For instance, interpreting the statement of Financial Position





		interpret a statement of financial position (students will not be required to construct a statement of financial position).		
5	3.5 Accounts analysis & Half Term assessment	Calculating and analysing accounting ratios • gross profit margin • operating profit margin • mark- up • return on capital employed (ROCE) • current ratio acid test ratio • the concept and importance of liquidity	To calculate the accounting ratios – profitability and liquidity of a business and to compare the liquidity of 2 businesses To assess the students to check whether assessment objectives are met	Decision making Problem solving - translating a problem in a different context into a process, or series of processes which allows a solution to be determined. Executive function - Planning how
		comparisons with previous years and/or with other business organisations.		to solve a problem, carrying out the plan and reviewing the outcome.
6	Topic 4 Business finance 4.1 Market research	The purpose of market research: • to identify and understand customer needs • to identify gaps in the market • to reduce risk • to inform business decisions. Methods of market research: • primary research: • o survey • o questionnaire • o focus group • o observation The use of data in market research: • qualitative and quantitative data • the role of social media in collecting market research data	To differentiate between primary and secondary research and analyse the advantage and disadvantages of each	Creativity Teamwork Interpersonal Communication through debating different possible ways in conducting market research Analysis - Wherever there is scope for candidates to link different ideas together into cohesive chains of argument. Being able to link business concepts together into logical and cohesive chains that answer a question.





			the importance of the reliability of market research data.		
	7	4.2 The market	 Importance of marketing: satisfying customer needs building customer relationships keeping customer loyalty market orientation and product orientation market share and analysis niche and mass marketing. How businesses use market segmentation to target customers: 	To apply the knowledge and analyse the importance of marketing and the difference between product orientated and market orientated businesses.	 Problem solving - Translating a problem in a different context into a process, or series of processes which allows a solution to be determined. Self-direction Perseverance through tackling different types of segmentation
	8 & 9	4.3 The marketing mix	identifying market segments Product: • development of a new product/service	To explore how the life cycle of a product can be extended. To evaluate the key features of the product life cycle.	Interpretation • Decision making - The
			 the difference between goods and services packaging and its importance 		 marketing mix – deciding which element or element(s) are most important to
			 Product: product life cycle – main phases and extension strategies (cont.d.) managing and reviewing the product 		a given business deciding which factor(s) are the most important based on the information given.
			portfolio (Boston matrix).		Analysis
					presented with different data on the key features of the extension of the product life cycle.
					Teamwork
					Interpersonal Communication





				through debating different extension strategies.
10 & 11	4.3 The marketing mix Price Place	Price: • the main pricing strategies and when they might be applied: o cost plus o penetration o competition o skimming o promotional. Place – distribution channels: • methods of distribution retailers e-tailers (e-commerce).	To examine the external factors that have contributed to the different pricing strategies. To analyse the different Channels of distribution	Critical thinking using different information and synthesising this information to make judgements. Self-direction Initiative- through individual web research. • Adaptive learning - Making abstract deductions and draw conclusions from a variety of information sources on ways a business sets their pricing strategies.