

Term	Week	Focus	Summary	Learning Outcomes	Learning skills
Term 1.1	1	<b>Topic 3 Business finance</b> 3.1 Business finance - sources	The need for finance: <ul style="list-style-type: none"> <li>• short-term needs</li> <li>• long-term needs</li> <li>• to start up or expand</li> </ul> Internal sources of finance: <ul style="list-style-type: none"> <li>• personal savings</li> <li>• retained profit</li> </ul> selling assets                     External sources of finance: <ul style="list-style-type: none"> <li>• overdraft and trade payables</li> <li>• loan capital, share capital, including stock market floatation (public limited company)</li> <li>• venture capital crowdfunding</li> </ul>	Overview of assessment structure of the course. To evaluate the main types of Internal and external sources of Finance.	<b>Creativity-</b> identifying data and creating mind-map and display materials.  <b>Teamwork</b> -Working with other students in a business-based problem solving/ business strategy exercise.  <b>Interpersonal Communication</b> -Able to communicate the business concepts behind a given scenario to 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: <ul style="list-style-type: none"> <li>• to pay suppliers, overheads, and employees</li> <li>• to prevent business failure (insolvency)</li> <li>• the difference between cash and profit</li> </ul> Calculations and interpretations of cash-flow forecasts: <ul style="list-style-type: none"> <li>• cash inflows</li> <li>• cash outflows</li> <li>• net cash flow</li> </ul> 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	<b>Critical thinking</b> - Using many pieces of information (sometimes seemingly unrelated) and synthesise this information to make judgements in evaluating cash flow statement <b>Interpretation</b> - Analysing information and understanding the meaning of that information. For instance, interpreting Cashflow statements/forecasts.

	3	3.3 Costs and break-even analysis	<p>The concept and calculation of:</p> <ul style="list-style-type: none"> <li>• revenue</li> <li>• fixed and variable costs</li> <li>• total costs</li> </ul> <p>profit and loss</p> <p>The concept of break-even and calculation of break-even (from formula or diagram):</p> <ul style="list-style-type: none"> <li>• break-even level of output</li> </ul> <p>Interpretation of break-even charts:</p> <ul style="list-style-type: none"> <li>• the impact of changes in revenue and costs</li> </ul> <p>limitations of break-even charts</p>	<p>To analyse and interpret breakeven charts; evaluate the impacts of changes in revenue and costs</p> <p>To apply knowledge and calculate the breakeven level of output.</p>	<p><b>Analysis</b> - Being able to link business concepts together into logical and cohesive chains that answer a question.</p> <p><b>Teamwork</b> -Working with other students in a business-based problem solving/ business strategy exercise.</p> <p><b>Interpretation</b> - Analysing information and understanding the meaning of that information. For instance, interpreting breakeven graphs.</p> <p><b>Executive function</b> - Planning how to solve a problem, carrying out the plan and reviewing the outcome.</p>
	4	3.4 Financial documents	<p>The purpose of statements of comprehensive income:</p> <ul style="list-style-type: none"> <li>• key features – sales, cost of sales, gross profit, expenses, operating profit</li> <li>• the use of statements of comprehensive income indecision making (students will not be required to construct an income statement)</li> </ul> <p>the nature of profit and its importance.</p> <p>The purpose of statements of financial position:</p> <ul style="list-style-type: none"> <li>• major features – current and non-current assets, current and non-current liabilities, capital employed</li> </ul>	<p>To apply the knowledge and analyse the purpose statements of comprehensive income</p> <p>To evaluate and interpret a statement of financial position and construct a statement of financial position</p>	<p><b>Intellectual interest and curiosity</b> ... through examining purpose of statement of financial income</p> <p><b>Reasoning</b> - Making abstract deductions and draw conclusions from a variety of information sources.</p> <p><b>Interpretation</b> - Analysing information and understanding the meaning of that information. For instance, interpreting the statement of Financial Position</p>

			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	<p>Calculating and analysing accounting ratios</p> <ul style="list-style-type: none"> <li>gross profit margin</li> <li>operating profit margin</li> <li>mark- up</li> <li>return on capital employed (ROCE)</li> <li>current ratio</li> <li>acid test ratio</li> <li>the concept and importance of liquidity comparisons with previous years and/or with other business organisations.</li> </ul>	<p>To calculate the accounting ratios – profitability and liquidity of a business and to compare the liquidity of 2 businesses</p> <p>To assess the students to check whether assessment objectives are met</p>	<p><b>Decision making</b></p> <p><b>Problem solving</b> - translating a problem in a different context into a process, or series of processes which allows a solution to be determined.</p> <p><b>Executive function</b> - Planning how to solve a problem, carrying out the plan and reviewing the outcome.</p>
	6	<p><b>Topic 4 Business finance</b></p> <p>4.1 Market research</p>	<p>The purpose of market research:</p> <ul style="list-style-type: none"> <li>to identify and understand customer needs</li> <li>to identify gaps in the market</li> <li>to reduce risk</li> <li>to inform business decisions.</li> </ul> <p>Methods of market research:</p> <ul style="list-style-type: none"> <li>primary research: <ul style="list-style-type: none"> <li>o survey</li> <li>o questionnaire</li> <li>o focus group</li> <li>o observation</li> </ul> </li> </ul> <p>The use of data in market research:</p> <ul style="list-style-type: none"> <li>qualitative and quantitative data</li> <li>the role of social media in collecting market research data</li> </ul>	<p>To differentiate between primary and secondary research and analyse the advantage and disadvantages of each</p>	<p><b>Creativity</b></p> <p><b>Teamwork</b></p> <p><b>Interpersonal Communication</b></p> <p>... through debating different possible ways in conducting market research</p> <p><b>Analysis</b> - 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.</p>

			the importance of the reliability of market research data.		
	7	4.2 The market	<p>Importance of marketing:</p> <ul style="list-style-type: none"> <li>• satisfying customer needs</li> <li>• building customer relationships</li> <li>• keeping customer loyalty</li> <li>• market orientation and product orientation</li> <li>• market share and analysis</li> </ul> <p>niche and mass marketing.</p> <p>How businesses use market segmentation to target customers: identifying market segments</p>	To apply the knowledge and analyse the importance of marketing and the difference between product orientated and market orientated businesses.	<ul style="list-style-type: none"> <li>• <b>Problem solving</b> - Translating a problem in a different context into a</li> <li>• process, or series of processes which allows a solution to be determined.</li> </ul> <p><b>Self-direction</b> <b>Perseverance</b> ... through tackling different types of segmentation</p>
	8 & 9	4.3 The marketing mix	<p>Product:</p> <ul style="list-style-type: none"> <li>• development of a new product/service</li> <li>• the difference between goods and services</li> </ul> <p>packaging and its importance</p> <p>Product:</p> <ul style="list-style-type: none"> <li>• product life cycle – main phases and extension strategies (cont.d.)</li> <li>• managing and reviewing the product portfolio (Boston matrix).</li> </ul>	To explore how the life cycle of a product can be extended. To evaluate the key features of the product life cycle.	<p><b>Interpretation</b></p> <ul style="list-style-type: none"> <li>• <b>Decision making</b> - The marketing mix – deciding which element or element(s) are most important to</li> <li>• a given business deciding which factor(s) are the most important based on the information given.</li> </ul> <p><b>Analysis</b> ... presented with different data on the key features of the extension of the product life cycle.</p> <p><b>Teamwork</b> <b>Interpersonal Communication</b></p>

					... through debating different extension strategies.
	10 & 11	4.3 The marketing mix Price Place	<p>Price:</p> <ul style="list-style-type: none"> <li>the main pricing strategies and when they might be applied: <ul style="list-style-type: none"> <li>cost plus</li> <li>penetration</li> <li>competition</li> <li>skimming</li> <li>promotional.</li> </ul> </li> </ul> <p>Place – distribution channels:</p> <ul style="list-style-type: none"> <li>methods of distribution</li> <li>retailers</li> <li>e-tailers (e-commerce).</li> </ul>	<p>To examine the external factors that have contributed to the different pricing strategies.</p> <p>To analyse the different Channels of distribution</p>	<p><b>Critical thinking</b> ... using different information and synthesising this information to make judgements.</p> <p><b>Self-direction</b> <b>Initiative-</b> through individual web research.</p> <ul style="list-style-type: none"> <li>Adaptive learning - Making abstract deductions and draw conclusions from a variety of information sources on ways a business sets their pricing strategies.</li> </ul>