



	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
12	<p>Topic: Unit 1 Exploring Business Unit 2: Creating a Marketing Proposal</p> <p>Knowledge and skills</p> <p>Unit 1: A: Explore the features of different businesses and analyse what makes them successful</p> <p>Unit 2: A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign A1 The role of marketing</p>	<p>Topic: Unit 1 Exploring Business Unit 2: Creating a Marketing Proposal</p> <p>Knowledge and skills</p> <p>Unit 1: B: Investigate how businesses are organised</p> <p>Unit 2: A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign A2 Influences on marketing activity</p>	<p>Topic: Unit 1 Exploring Business Unit 2: Creating a Marketing Proposal</p> <p>Knowledge and skills</p> <p>Unit 1: C: Examine the environment in which businesses operate</p> <p>Unit 2: B Using information to develop the rationale for a marketing campaign B1 Purpose of researching information to identify the needs and wants of customers</p>	<p>Topic: Unit 1 Exploring Business Unit 2: Creating a Marketing Proposal</p> <p>Knowledge and skills</p> <p>Unit 1: D: Examine business markets</p> <p>Unit 2: B Using information to develop the rationale for a marketing campaign B2 Market research methods and use B3 Developing the rationale</p>	<p>Topic: Unit 1 Exploring Business Unit 2: Creating a Marketing Proposal</p> <p>Knowledge and skills</p> <p>Unit 1: E: Investigate the role and contribution of innovation and enterprise to business success</p> <p>Unit 2: C Planning and developing a marketing campaign C1 Marketing campaign activity C2 Marketing mix</p>	<p>Topic: Unit 1 Exploring Business Unit 2: Creating a Marketing Proposal</p> <p>Knowledge and skills</p> <p>Unit 1: E: Investigate the role and contribution of enterprise to business success</p> <p>Unit 2: C Planning and developing a marketing campaign C3 The marketing campaign C4 Appropriateness of marketing campaign Unit 2 EXAM (May/June)</p>
13	<p>Topic: Unit 3: Personal and Business Finance Unit 8: Recruitment and Selection Process</p> <p>Knowledge and skills</p> <p>Unit 3: A Understand the importance of managing personal finance</p> <p>Unit 8: A Examine how effective recruitment and selection contribute to business success A1 Recruitment of staff A2 Recruitment and selection process</p>	<p>Topic: Unit 3: Personal and Business Finance Unit 8: Recruitment and Selection Process</p> <p>Knowledge and skills</p> <p>Unit 3: B Explore the personal finance sector</p> <p>Unit 8: A Examine how effective recruitment and selection contribute to business success A3 Ethical and legal considerations in the recruitment process</p>	<p>Topic: Unit 3: Personal and Business Finance Unit 8: Recruitment and Selection Process</p> <p>Knowledge and skills</p> <p>Unit 3: C Understand the purpose of accounting</p> <p>Unit 8: B Undertake a recruitment activity to demonstrate the processes leading to a successful job offer B1 Job applications</p>	<p>Topic: Unit 3: Personal and Business Finance Unit 8: Recruitment and Selection Process</p> <p>Knowledge and skills</p> <p>Unit 3: D Select and evaluate different sources of business finance</p> <p>Unit 8: B Undertake a recruitment activity to demonstrate the processes leading to a successful job offer B2 Interviews and skills</p>	<p>Topic: Unit 3: Personal and Business Finance Unit 8: Recruitment and Selection Process</p> <p>Knowledge and skills</p> <p>Unit 3: E Break-even and cash flow forecast</p> <p>Unit 8: C Reflect on the recruitment and selection process and your individual performance. C1 Review and evaluation</p>	<p>Topic: Unit 3: Personal and Business Finance Unit 8: Recruitment and Selection Process</p> <p>Knowledge and skills</p> <p>Unit 3: F Complete statements of comprehensive income and financial position and evaluate a business's performance</p> <p>Unit 3 EXAM (May/June)</p> <p>Unit 8: C Reflect on the recruitment and selection process and your individual performance. C2 SWOT analysis and action plan</p>

