Year 12 Business

Term One

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
LA A1 – Features of businesses		LA A1 – Features of businesses	LA A2 – Stakeholders & their influence	LA B – structure and organisation	LA B – Investigate how businesses are organised
		LA B2 – Aims and objectives	LA A3 – Effective business communication		

Term Two

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
LA B – Investigate how businesses are organised	LA C – Examine the environment in which businesses operate				

Term Three

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Learning aim D: Examine business markets		Introduction to Marketing A1 – the role of marketing	Topic B1 Purpose of researching information to identify the needs and wants of customers B2 Market research methods and use	C1 Marketing campaign activity	C2 Marketing mix C3 The marketing campaign
		A2 Influences on marketing activity	B3 Developing the rationale		C4 Appropriateness of marketing campaign

Term Four

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
All Learning Aims					
Practice Assessment #1	Finish Practice Assessment #1 Practice Assessment #2	Finish Practice Assessment #2 Practice Assessment #3	Finish Practice Assessment #3 Practice Assessment #4	Finish Practice Assessment #4 Practice Assessment #5	

Term Five

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
All Learning Aims	PPE & Feedback		Revision	LA E – Role of innovation and enterprise	
Finish Practice Assessment #5					

Term Six

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
LA E – Role of innovation and enterprise			Assessments, Revision & Feedback		