



KS5 Applied Business Studies Curriculum Map (Year 13)

To understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society.

To equip students with the skills to apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts.

To provide students with the opportunity to develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems

To allow students to investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business.

	<i>AUTUMN TERM</i>	<i>SPRING TERM</i>	<i>SUMMER TERM</i>
Yr13	<p>Unit 4</p> <p>Managers Leaders Leaders vs managers Changing environment Impact of organisational structure on organisational performance Factors affecting employee motivation Factors affecting the performance of teams within organisations Factors resisting organisational change Implementing organisational change</p>	<p>Mock Exam paper</p> <p>Unit 4 Exam</p> <p>Unit 5 (Complete project)</p> <p>Researching, modelling and testing the business proposal Using research findings to outline coherent marketing, operations, human resources and financial plans Producing materials to communicate the business proposal Communicating with funding providers Strategic contingency planning Achieving aims</p> <p>Unit 8 Marketing communications Marketing communications channels</p>	<p>Existing business proposal information Target market characteristics Message and channel options Marketing communications strategy Existing business proposal information Communication materials Target market approval Marketing communications mix Schedule of marketing communications New business proposal information</p> <p style="text-align: center;">Course completion May 15th</p>



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	<p>Homework Tasks. Multi choice tests in Google classroom, Achievement Tests, End of Unit Assessments</p>	<p>Homework Tasks. Each project task handed in on Google classroom and marked and graded.</p>	<p>Homework Tasks. Each project task handed in on Google classroom and marked and graded.</p>
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