

Business Subject Map

<u>Enterprise and Marketing - (KS4)</u>			<u>Time Frame</u>
<u>R068</u>	<u>Design a business proposal</u>	Topic Area 1: Market research	Year 10 -September - March
		Topic Area 2: How to identify a customer profile	
		Topic Area 3: Develop a product proposal	
		Topic Area 4: Review whether a business proposal is financially viable	
		Topic Area 5: Review the likely success of the business proposal	
<u>R069</u>	<u>Market and pitch a business proposal</u>	Topic Area 1: Develop a brand identity to target a specific customer profile	Year 10 - April - December Year 11
		Topic Area 2: Create a promotional campaign for a brand and product	
		Topic Area 3: Plan and pitch a proposal	
		Topic Area 4: Review a brand proposal, promotional campaign and professional pitch	
<u>R067</u>	<u>Enterprise and marketing concepts</u>	Topic Area 1: Characteristics, risk and reward for enterprise	Year 11 - January - May
		Topic Area 2: Market research to target a specific customer	
		Topic Area 3: What makes a product financially viable	
		Topic Area 4: Creating a marketing mix to support a product	
		Topic Area 5: Factors to consider when starting up and running an enterprise	
<u>Business (KS5)</u>			
		1. Understand who customers are and their importance to businesses	
		2. Understand how to communicate with customers	

<u>Unit 4</u>	<u>Customers and Communication</u>	3. Be able to establish a rapport with customers through non-verbal and verbal communication skills	Year 12 - September - December
		4. Be able to convey messages for business purposes	
		5. Know the constraints and issues which affect the sharing, storing and use of information for business communications	
<u>Unit 1</u>	<u>The Business Environment</u>	1. Understand different types of businesses and their objectives	Year 12 - January to May
		2. Understand how the functional areas of businesses work together to support the activities of businesses	
		3. Understand the effect of different organisational structures on how businesses operate	
		4. Be able to use financial information to check the financial health of businesses	
		5. Understand the relationship between businesses and stakeholders	
		6. Understand the external influences and constraints on businesses and how businesses could respond	
		7. Understand why businesses plan	
		8. Be able to assess the performance of businesses to inform future business activities	
<u>Unit 5</u>	<u>Marketing and Market Research</u>	1. Understand the role of marketing in businesses	Year 12 - May to Year 13 - October
		2. Know the constraints on marketing	
		3. Be able to carry out market research for business opportunities	
		4. Be able to validate and present market research findings	
<u>Unit 2</u>	<u>Working in Business</u>	1. Understand protocols to be followed when working in business	Year 13 -October - Year 13 January
		2. Understand factors that influence the arrangement of business	
		3. Be able to use business documents	
		4. Be able to prioritise business tasks	
		5. Understand how to communicate effectively with stakeholders	

<u>Unit 8</u>	<u>Introduction to Human Resources</u>	1. Know the factors that are involved in human resources planning	Year 13 January to year 13 May.
		2. Be able to assess the effectiveness of training and development	
		3. Understand how and why businesses motivate employees	
		4. Understand the importance of monitoring and managing employee	
		5. Understand the importance of confidentiality within the human	