

YEAR 12	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Curriculum Content	<p>COURSEWORK UNIT Unit 5 – Extended certificate qualification</p> <p>Developing a business proposal – students can use their work from unit 3</p> <p>This internally assessed synoptic unit (undertaken in conjunction with an optional unit 8) examines the learner's ability to develop, present and evaluate a business proposal. It has been designed to enable an overall practical demonstration of the learner's business understanding, skill and acumen.</p> <p>PO1 Investigate potential business ideas</p> <p>using a mind map for decision making identifying products and target market outlining resource implications selecting a business idea</p> <p>PO2 Develop a business Proposal</p> <p>Researching, modelling and testing the proposal</p> <p>Using research findings to produce coherent marketing, human, financial and operations plans</p> <p>AO1 Investigate the roles of managers and leaders in a changing environment Managers Leaders Leaders vs managers Changing environment</p> <p>AO2 Investigate the factors affecting the performance of employees within organisations Impact of organisational structure on Organisational performance Factors affecting employee motivation Factors affecting the performance of teams within organisations</p>	<p>AO3 Assess the ability of managers to lead and empower employees</p> <p>Leadership Empowerment</p> <p>AO4 Assess the use of leadership and empowerment to implement organisational change</p> <p>Factors resisting organisational change Implementing organisational change</p>	<p>EXAM UNIT 4 – JANUARY 2022</p> <p>COURSEWORK UNIT UNIT 8</p> <p>PO1 Investigate small business marketing communications</p> <p>Marketing communications Marketing communications channels</p> <p>PO2 Plan a marketing communications strategy Target market characteristics Message and channel options Marketing communications strategy</p>	<p>COURSEWORK UNIT UNIT 8</p> <p>PO3 Develop a marketing communications mix Existing business proposal information Communication materials Marketing communications mix</p> <p>PO4 Recommend a schedule of marketing communications</p> <p>Schedule of marketing communications New business proposal information</p>	<p>UNIT 5 – ASSIGNMENT 2</p> <p>PO3 Present a business proposal to funding providers</p> <p>Producing materials to communicate the business proposal Communicating with funding providers</p> <p>PO4 Review a business proposal Strategic contingency planning Achieving aims</p> <p>END OF COURSE 15.5.22</p>	
Prior knowledge and skills (from previous year / key stage)	KS5 – Applied A level Certificate (year 12) Units 1,2,3					
Core Knowledge Organiser content	Key word and definitions					

Assessment Objectives	Assessment outcome 1: Investigate the roles of managers and leaders in a changing environment.	Assessment outcome 2: Investigate the factors affecting the performance of employees within organisations. Assessment outcome 3: Assess the ability of managers to lead and empower employees. Assessment outcome 4: Assess the use of leadership and empowerment to implement organisational change.	Performance outcome 1: Investigate small business marketing communications. Performance outcome 2: Plan a marketing communications strategy.	Performance outcome 3: Develop a marketing communications mix. Performance outcome 4: Recommend a schedule of marketing communications		
Vocabulary / Key Subject Terminology	Key terminology introduced for each P0/A0	Key terminology introduced for each P0	Key terminology introduced for each P0	Key terminology introduced for each P0	Key terminology introduced for each P0	
Assessment 1	PO1 - P1-P3 P02 – P4-P6	Assessment outcome 2: Investigate the factors affecting the performance of employees within organisations. Assessment outcome 3: Assess the ability of managers to lead and empower employees. Assessment outcome 4: Assess the use of leadership and empowerment to implement organisational change.	UNIT4 - EXTERNAL ASSESSMENT	PO4	FULL UNIT COMPLETION	
Assessment 2	AP1 - Investigate the roles of managers and leaders in a changing environment.	Full mock paper – unit 4	PO3	PO1		
Cross Curricular Links with other Faculties	To follow					
Extra-Curricular Offer	Study periods help and support Email support outside of school					
Time Allocation	5 lessons per week					