

Learning aim	Key content areas	Recommended assessment approach
A Explore the features of different businesses and analyse what makes them successful	A1 Features of businesses A2 Stakeholders and their influence A3 Effective business communications	A report that examines the features of a for-profit and a not-for-profit business, looking at how each is organised, how their structures enable achievement of their aims and objectives and the relationship and communication with stakeholders.
B Investigate how businesses are organised	B1 Structure and organisation B2 Aims and objectives	
C Examine the environment in which businesses operate	C1 External environment C2 Internal environment C3 Competitive environment C4 Situational analysis	A report that examines the effects of the internal and external environment on a large business and how the business has, and will, respond to changes.
D Examine business markets	D1 Different market structures D2 Relationship between demand, supply and price D3 Pricing and output decisions	
E Investigate the role and contribution of innovation and enterprise to business success	E1 Role of innovation and enterprise E2 Benefits and risks associated with innovation	A presentation that investigates the use of enterprise and innovation in an existing business.

Hierarchical/tall **Flat**

Internal Stakeholders
Owners
Employees

External Stakeholders
Customers
Suppliers
Investors
Creditors
Media
Communities
Trade unions
Government agencies

Company

SWOT ANALYSIS

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	S Strengths	W Weaknesses
External origin (attributes of the environment)	O Opportunities	T Threats

Political Economic Social
Technological Legal Environmental

Year 12 Knowledge Organiser – Unit 2: Developing a Marketing Campaign

Topic A – Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign

- marketing aims, objectives and campaign rationale

Topic B – Using information to develop the rationale for a marketing campaign

- analysis of market research information
- justification using SWOT, PEST and Product Life Cycle

Topic C – Planning and developing a marketing campaign

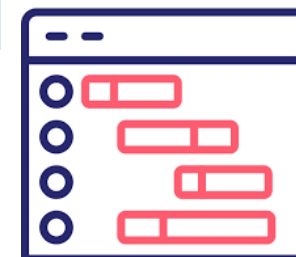
- the extended marketing mix
→ price → place → product → promotion → people → process → physical environment
- marketing message
- campaign costs and timetable (gant chart)



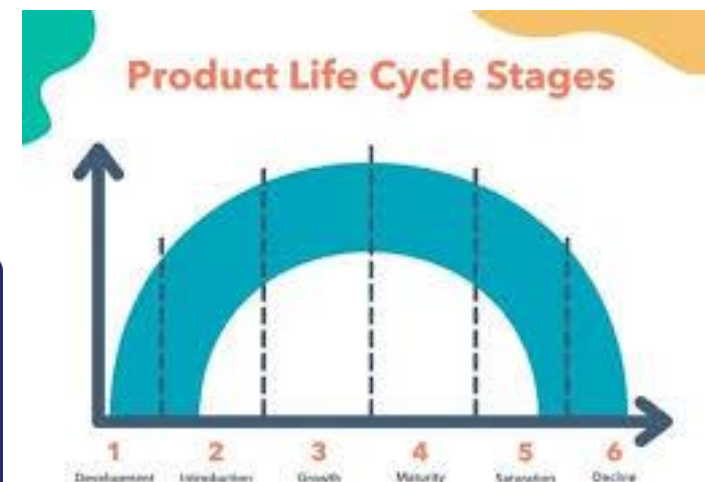
PESTLE Analysis



THE 7PS EXTENDED MARKETING MIX



Product Life Cycle Stages



Year 13 Knowledge Organiser – Unit 3: Personal and Business Finance

Topic A - Understand the importance of managing personal finance

- understand what money is and why it is useful
- security features of bank notes and the role of 'I promise to pay...' and what this represents.
- other methods of payment.
- current accounts, loans, overdrafts, mortgages and savings accounts.
- car insurance premiums and other types of insurance.

Topic B – Explore the personal finance sector

- features of different financial institutions and their objectives (building societies, credit unions and national savings investments).
- communication methods use to interact with customers.
- consumer protection and the main overseeing bodies; PPI scandal for example.

Topic C – Understanding the purpose of accounting (businesses only)

- identify the role of an accountant and why businesses use accounts.
- double entry bookkeeping looking at the relationship between debits and credits.
- sources of income and expenditure.
- the concept of depreciation.

Topic D – Selecting and evaluating the different sources of business finance

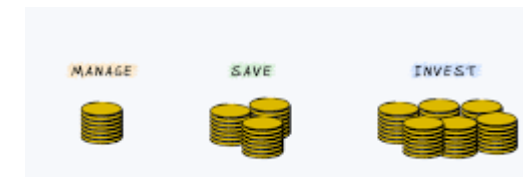
- advantages and disadvantages of sources of finance available.
- internal and external sources of finance.

Topic E – Break-even and cash flow forecasts

- the importance of cash flow to a business and how to complete a cash flow forecast.
- creation of cash flow forecasts and analysis of forecasts for improvements.
- break-even graph creation and analysis, margin of safety and contribution.

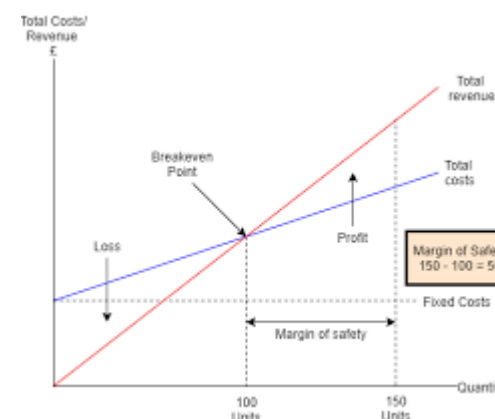
Topic F – Statements of comprehensive income and financial position and evaluation

- understand the main parts of the documents and confidently fill them in
- understand concepts of accrual and prepayments.
- understand how depreciation affects accounts.
- understand ratios used to evaluate business performance.



Depreciation

Depreciation is the gradual reduction in value of a tangible asset over time, accounting for wear and tear, and helps determine the realised and projected future value of the asset.



Cash Flow

[kash 'fi:]

The net amount of cash and cash equivalents being transferred in and out of a company.



Learning aim	Key content areas	Recommended assessment approach
<p>A Examine how effective recruitment and selection contribute to business success</p>	<p>A1 Recruitment of staff A2 Selection process A3 Ethical and legal considerations in the recruitment process</p>	<p>A report that examines the recruitment process in a large business.</p>
<p>B Undertake a recruitment activity to demonstrate the processes leading to a successful job offer</p>	<p>B1 Job applications B2 Interviews and skills</p>	<p>Learners must participate in a recruitment and selection activity. They will need to interview and be interviewed, and complete the appropriate documentation.</p>
<p>C Reflect on the recruitment and selection process and your individual performance</p>	<p>C1 Review and evaluation C2 SWOT analysis and action plan</p>	<p>Learners will need to evidence all the documents created.</p> <p>Ability to self-critique performance, including what could have gone better and what skills need to be developed, so that learners can enhance their employability.</p> <p>SWOT analysis on performance in their interviewing activity linked to their personal future.</p>

