



Year 12

Overview	In year 12 students will study two units, one with each teacher. Unit 1 - Exploring business students will study the purpose of different businesses their structures the effect of the external environment and how they need to be dynamic and innovative to survive. Throughout this unit students will complete 3 assignment. These will be pieces of coursework that students can complete inside and outside of lessons. They will cover 5 areas of the specification. All coursework must be typed. Unit 2 - Developing a marketing campaign involved students gaining skills relating to and an understanding of how a marketing campaign is developed. This unit is assessed in the summer term students under supervised conditions. Students will be given a research pack well they will be given data about a particular business or industry; students have two hours to prepare their resource is to use in the assessment the next day. The next day students will be given 3 hours too right that marketing campaign for their given business or industry.				
Autumn Term	<table border="1"> <tr> <th data-bbox="151 846 1078 898">Teacher 1: Mrs Walters</th><th data-bbox="1078 846 1511 898">Assessment</th></tr> <tr> <td data-bbox="151 898 1078 1294"> Unit 2: Developing a marketing Campaign - Introduction to the principles and purposes of marketing that underpins the creation of a rationale for marketing campaign - The role of marketing and influences on marketing activities, both internal and external Teacher 2: Mrs Peeling Unit 1 Exploring business - Explore the features of different businesses and analyse what makes them successful. - Investigate how businesses are organised </td><td data-bbox="1078 898 1511 1294"> Coursework Assignment 1: Exploring Business Complete Learning Aim A and B. Evaluating the success of two contrasting businesses, reflecting on evidence gathered. </td></tr> </table>	Teacher 1: Mrs Walters	Assessment	Unit 2: Developing a marketing Campaign - Introduction to the principles and purposes of marketing that underpins the creation of a rationale for marketing campaign - The role of marketing and influences on marketing activities, both internal and external Teacher 2: Mrs Peeling Unit 1 Exploring business - Explore the features of different businesses and analyse what makes them successful. - Investigate how businesses are organised	Coursework Assignment 1: Exploring Business Complete Learning Aim A and B. Evaluating the success of two contrasting businesses, reflecting on evidence gathered.
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Summer Term	Teacher 2: Mrs Peeling Unit 1 Exploring business ■ Investigate the role and contribution of innovation and enterprise to business success	In the summer of the first year students will write a controlled assessment based on a scenario that they will receive the day before Coursework Assignment 3: Exploring business Justify the use of innovation and enterprise for a business in relation to its changing market and environment.
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Useful Resources for Supporting Your Child at Home:	Homework:
	■ Research – focused on traditional and contemporary businesses ■ Cornell notes ■ Flashcards ■ Coursework practice and completion ■ Marketing Campaign planning