

Curriculum Overview - Business

Y10	
Autumn	Component 1- Size and features of SMEs- Business structure, market research, SWOT analysis and PEST analysis.
Spring	Component 1- PSA assessment period due June 2025.
Summer	Component 2- Choosing ideas for a micro enterprise- Financial information, risk assessment, presentation production.

Y11	
Autumn	R069 (TA1): Branding; opportunities and threats
	R069 (TA2): Promotional plan and materials
	R069 (TA3): Planning a pitch and presentation skills
	R069 (TA3): Practice pitch; feedback; professional pitch
	R069 (TA4): Review brand, pitch and skills
Spring	R067 (TA5): Ownership; capital; support
	R067 (TA3): Cost, revenue, profit and loss; break-even; cash
	R069: NEA Assessment Submission
	R067 (TA2): Market research; data; market segmentation
	R067 (TA4): Marketing mix; advertising medium; promotion; PR; selling; product lifecycle; pricing strategies
Summer	R067: Exam revision
	R068: Resubmission opportunity
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