



Year 13

Analyse & present market research findings & recommend process improvements

Plan & implement a market research activity to meet a specific marketing objective

Examine the types of market research used by a business

Statements of comprehensive income & financial position & evaluate a business's performance

Break-even and Cash flow forecasts

Select & evaluate different sources of business finance

Understanding the purpose of accounting

Explore the personal finance sector

Understand the importance of managing personal finance

Knowledge	Attributes / Character	Skills	Experiences
<p>Unit 3 Personal and Business Finance</p> <ul style="list-style-type: none"> • Understand the importance of managing personal finance • Explore the personal finance sector • Understand the purpose of accounting • Select and evaluate different sources of business finance • Break-even and cash flow forecasts • Complete statements of comprehensive income and financial position and evaluate a business's performance <p>Unit 22: Market Research</p> <ul style="list-style-type: none"> • Examining the types of market research used in business. • Plan and implement a market research activity to meet a specific marketing objective • Analyse and present market research findings and recommend process improvements 	<ul style="list-style-type: none"> • Confidence <ul style="list-style-type: none"> • Praise • Oracy - Turn and Talk, Think, Pair, Share • Presentation skills • Team work • Organisation <ul style="list-style-type: none"> • Workbooks/folder checks • Regular use of Google classroom • Resilience <ul style="list-style-type: none"> ○ Developing problem solving skills ○ Re-drafting reports • Empathy <ul style="list-style-type: none"> • Working in collaboration with others • Peer assessment • Feedback on presentations 	<ul style="list-style-type: none"> • Problem-solving skills: • Critical thinking • Intrapersonal skills: • Communication skills • Presentation • Adaptability and resilience • Self-monitoring and development. • Reading business articles and texts • Effective academic writing • Analytical skills • Ability to learn independently • Research skills • Public speaking • Evaluate qualitative and quantitative evidence to make informed judgements 	<ul style="list-style-type: none"> • Trip to Drayton manor/JLR • Tycoon Business Challenge • Morgan Stanley Sustainability Project • University taster day • MOOC's