

Barnsley Academy – YEAR 10 CN E & M Curriculum Overview 2023-24

Autumn Term			Spring Term			Summer Term		
	Class Focus	Homework		Class Focus	Homework		Class Focus	Homework
Week 1	Recap R069 – Task 1 & 2 Check work		Week 1	Coursework catch up		Week 1	Revision based upon QLA	Exam papers
Week 2	Task 2 Create a promotional campaign	Seneca – Promotional materials	Week 2	Topic 3 – Costs of producing a product, revenue and profit and loss	Exam questions – finance	Week 2	Revision based upon QLA	Exam papers
Week 3	Task 2 Create a promotional campaign	Multiple choice quiz	Week 3	Topic 3 – Breakeven and Importance of cashflow	Exam questions – Breakeven	Week 3	Revision based upon QLA	Exam papers
Week 4	IMPROVEMENTS TO TASK 2 Timeline and promotional planning – table or Gantt chart	Exam questions	Week 4	Topic 4 – Marketing mix and how it works together	Exam questions – Marketing	Week 4	Revision based upon QLA	Exam papers
Week 5	Task 3 – Factors to consider when planning a pitch – theory and write up	Seneca - finance	Week 5	Topic 4 – Advertising medium and sales promotion	Exam questions LO4 8 mark question	Week 5		
Week 6	Task 3 – Develop a pitch with Speaker notes for the pitch	Multiple choice quiz	Week 6	Topic 4 – Product life cycle and pricing strategies	Exam questions LO4 8 mark question	Week 6		
Week 7	Task 3 – Develop a pitch with Speaker notes for the pitch	Exam questions	Week 7	Topic 5 – Business ownership	Exam question – Business ownership	Week 7		
Week 8	Task 3 – Develop a pitch with Speaker notes for the pitch	Seneca -	Week 8	Topic 5 – Sources of capital	Exam questions – sources of finance	Week 8		
Week 9	Task 3 – Develop a pitch with Speaker notes for the pitch	Multiple choice quiz	Week 9	Topic 1 – Characteristics of an entrepreneur	Exam questions	Week 9		
Week 10	Task 3 - practice pitches in groups	Exam questions	Week 10	Topic 2 – Market research and market segmentation	Exam questions	Week 10		
Week 11	Task 3 – improvement to pitches PPT, Visual aid and speaker notes with explanation of changes	Seneca				Week 11		
Week 12	Task 3 – improvement to pitches PPT, Visual aid and speaker notes with explanation of changes	Multiple choice quiz				Week 12		
Week 13	IMPROVEMENTS TO TASK 3 Task 4 – final pitches to be completed throughout the week with key staff	Exam questions				Week 13		
Week 14	Task 5 - Review of the pitch	Practice pitching the business proposal				Week 14		
Week 15	Task 5 - Review of the likely success of the proposal							
Assessment	R069 Completed		Assessment	R067 Paper		Assessment		