

Long
Term Plan

To understand how products/ services are planned, pitched and assessed

Year 11: Vocational Business

	Learning Cycle	Key Concepts and Themes	Vocabulary
HT1	Coursework: Business Proposal	<ul style="list-style-type: none"> Product designs Review products 	Market research, SCAMPER, feedback, self-assessment, customer profile, packaging
HT2	Coursework: Business Viability	<ul style="list-style-type: none"> Costing Pricing Review the success Challenges with launching a new product 	Profit, pricing strategies, revenue, break even, budgeting, copyright, patent
HT3	Coursework: Promotional Strategy	<ul style="list-style-type: none"> Branding Promotion 	Adding value, USP, digital promotion, social media
HT4	Coursework: Business Pitch to an Audience	<ul style="list-style-type: none"> Plan a pitch 	Structure, audience, media, personal appearance, professional, support peers
HT5	Coursework: Strengths and Weaknesses of a Proposal and Pitch	<ul style="list-style-type: none"> Review the pitch – presentation skills 	Assessment, feedback, objectives, communication
HT6			

Skill Development	<ul style="list-style-type: none"> Prioritise and impacts on businesses Understand the consequences of decisions on different stakeholders Analyse how business decisions interplay over various functions
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