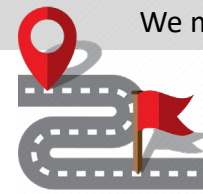


Curriculum map



Business at BBA



	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 10	R067 (TA2): <ul style="list-style-type: none"> Market research; Data; Market segmentation* R068 (TA1): <ul style="list-style-type: none"> Market research; Sampling methods; Using research tools; Review market research R067 – Examined Unit R068 – NEA 1	R068 (TA2): <ul style="list-style-type: none"> Identify customer profile R068 (TA3): <ul style="list-style-type: none"> Create a design mix; Review and finalise design R068 – NEA 1	R067 (TA3): <ul style="list-style-type: none"> Cost, revenue, profit and loss; Break-even; cash* R068 (TA4): <ul style="list-style-type: none"> Financial viability R067 – Examined Unit R068 – NEA 1	R068 (TA5): <ul style="list-style-type: none"> Risks and challenges R068 – NEA 1	R067 (TA4): <ul style="list-style-type: none"> Marketing mix; advertising medium; promotion* R069 (TA1): <ul style="list-style-type: none"> Branding; opportunities and threats R067 – Examined Unit R069 – NEA 2	R067 (TA4): <ul style="list-style-type: none"> PR; selling; Product lifecycle; pricing strategies* R069 (TA2): <ul style="list-style-type: none"> Promotional plan and materials R067 – Examined Unit R069 – NEA 2
Year 11	R069 (TA3): <ul style="list-style-type: none"> Planning a pitch and presentation skills R069 (TA3): <ul style="list-style-type: none"> Practice pitch; feedback; professional pitch R069 (TA4): <ul style="list-style-type: none"> Review brand, pitch and skills R069	R067(TA1): <ul style="list-style-type: none"> Entrepreneurial characteristics; risk and reward Formal mocks R067 – Examined Unit	R067 (TA5): <ul style="list-style-type: none"> Ownership; Capital; Financial Support R067 (TA3): <ul style="list-style-type: none"> Cost, revenue, profit and loss; break-even; cash R067 – Examined Unit	R067 (TA2): <ul style="list-style-type: none"> Market research; data; market segmentation R067 (TA4): <ul style="list-style-type: none"> Marketing mix; advertising medium; promotion; PR; selling; product lifecycle; pricing strategies R067 – Examined Unit	Revision	Final exams