

| Subject | Business St. & IT  |   |   |
|---------|--|---|---|
|         | Interpretation of National Curriculum into Year group Endpoints  |   |   |
| Year    | Term 1   | Term 2  | Term 3  |
| 9       | <p>Students will be able to explain the following:</p> <p><b>Starting a business</b> - mind maps, copying products, adapting products</p> <p><b>Risks &amp; rewards</b> - financial, personal satisfaction, challenges</p> <p><b>Adding value</b> - profit, branding, service, differentiation</p> <p><b>Role of businesses</b> - providing a product or service</p>   | <p>Students will be able to describe and explain:</p> <p><b>Customer needs</b> - quality, price, convenience</p> <p><b>Market research</b> - primary &amp; secondary research, types of research, benefits of research</p> <p><b>Market segmentation</b> - age, gender, income, location, ethnicity,</p> <p><b>Competitive environment</b> - mind map, competition analysis</p> | <p>Students will be able to describe and explain:</p> <p>Aims &amp; objectives - survival, break even, profit, market share, expansion,</p> <p>Revenue, costs &amp; profit - income, expenses, calculating profit</p> <p>Break even analysis - fixed costs, variable costs, break even point formula, plotting BEP, margin of safety</p> <p>Sources of finance - overdraft, trade credit, retained profit, bank loan, share capital, sale of assets</p> <p>Cash flow forecast - income, outgoings, net cash flow, opening balance, closing balance, calculating closing balance</p> |
| 9       | <p>Students will be able to explain and demonstrate the following:</p> <p><b>Pre-production documents</b> - define, purpose, content and use</p> <p><b>Plan creation of media products</b> - interpret client requirements, identifying target audience</p> <p><b>Safe use of IT</b> - H&amp;S issues, how to avoid them</p> <p><b>Legislation using IT</b> - Copyright, trade mark, intellectual property, H&amp;SAWA</p> <p><b>File Properties</b> - be able to identify file types, resolutions and compression used to store static images</p> | <p>Students will be able to demonstrate and explain through coursework:</p> <p><b>Image editing software</b> - tools and features; selection, filters, vector, text</p> <p><b>Using layers</b> - combine to create images</p> <p><b>Repurpose images</b> - to be used in a different context</p>  | <p>Students will be able to demonstrate and explain through coursework:</p> <p><b>Planning digital iMedia product</b> - mood boards, mind maps, storyboards, visualisation diagrams</p> <p><b>Fit for purpose digital graphic</b> - interpret a client brief and identify a target audience needs</p> <p><b>Using photoshop</b> - re-purpose images and combine to create a digital graphic</p> <p><b>Reviewing product</b> - does the digital graphic meet the user requirements?</p>  |