



Ursuline College – Business – Key Stage 4 -Curriculum Journey



Year	Cycle 1		Cycle 2		Cycle 3	
	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 10	R067: Market research (TA2) R068: Market research (TA1)	R068: Identify a customer profile (TA2) R068: Develop a product proposal (TA3)	R067: Financial viability (TA3) R068: Review financial viability (TA4)	R068: Review likely success (TA5) R068: NEA assessment	R067: Marketing mix (TA4) R069: Develop brand identity (TA1) R068: NEA submission	R067: Marketing mix & pricing (TA4) R069: Promotional campaign (TA2)
Year 11	R069: Plan & pitch a proposal (TA3) R069: Review the proposal (TA4)	R067: Enterprise – risk & reward (TA1) R069: NEA assessment	R067: Starting & running an enterprise (TA5) R067: Financial viability (TA3, synoptic)	R067: Market research (TA2) R067: Marketing mix (TA4) – synoptic revision	R067: Exam revision R067: External assessment (exam)	Course completed



(Using a Highlighter, Highlight each section when it is completed.)

