



HALF TERM 3.1 Apr - May	Unit 1 Learning Aim: D	Unit 1 Learning Aim: D	Unit 1 Learning Aim: D	Unit 1 Learning Aim: C & D
TOPIC (S)	D1: Different market structure	D2: Relationship between demand, supply and price	D3 Pricing and output decisions	Assignment
Knowledge & Skills development	Market structures Features of different market structures	Influences on demand Influences on supply	Impact on pricing output decisions in different market structures	Application of knowledge to a given scenario
Assessment / Feedback Opportunities	Classroom activity - Class Discussion - Questioning pupils – Verbal feedback – Practice activity			End of Topic Assignment
Cultural Capital	<ul style="list-style-type: none"> Understanding of Business 			
SMSC / Promoting British Values (Democracy, Liberty, Rule of Law, Tolerance & Respect)	<ul style="list-style-type: none"> Listening to others Responding suitable in discussions Taking part in group activities 			
Reading opportunities	Financial Intelligence Visual Finance Dictionary of Finance and Investment terms			
Key Vocabulary	Competition – Firms – Entry – Affordability – Substitutes – GDP – Materials – Labour – Logistics – Profitability – Elasticity – Pricing – Output – Competitors – Creative Lateral – Serendipity – Intuition – Experience – growth – Niche markets – USP – Recognition – Reputation			
Digital Literacy	Use of technology Digital research methods Use of range of software			
Careers	Business adviser – Business analyst – Business development manager – Entrepreneur			