

TIMEFRAME	August-October	October-December	January-March	April-June
CONTENT	Marketing Mix Partnerships/Sole Traders Internet Researching	Market Research Sources of Finance Business Plan Prototypes Advertising	Presentations Course Evaluations	Event Planning
RESOURCES	PowerPoint Internet Dragons Den Clips	Internet	PowerPoint Internet	Internet Festival Webpages
ASSESSMENT	Peer Assessment Self Assessment Completion of Coursework	Peer Assessment Self Assessment Completion of Coursework	Peer Assessment Self Assessment Completion of Coursework	Peer Assessment Self Assessment Completion of Coursework
HOMEWORK	Researching an Entrepreneur	Researching	Complete coursework	Researching various Music Festivals
WORLD OF WORK	Entrepreneurial Skills	Marketing Skills	Presentation Skills	Researching Skills Organisational Skills
WHAT CAN PARENTS/CARERS DO TO HELP?	Allow access to the internet for research purposes	Allow access to the internet for research purposes Discuss various ways businesses advertise their products	Allow pupils to practice their presenting skills	Allow access to the internet for research purposes