



Curriculum Journey 2026-2027

Subject: Applied Business Studies

Exam board: AQA

Year 13	Half Term 1	Half term 2	Half Term 3	Half Term 4	Half term 5	Half Term 6
Topic	Unit 5 – MHA Developing a Business Proposal Unit 8 – DLA Marketing Communications	Unit 5 – MHA Developing a Business Proposal Unit 8 –DLA Marketing Communications	Unit 5 – MHA Developing a Business Proposal Unit 8 – KSL Marketing Communications Unit 4 KSL – Managing and Leading People (Exam May)	Unit 5 – MHA Developing a Business Proposal Unit 8 – Marketing Communications Unit 4 KSL – Managing and Leading People (Exam May)	Unit 5 – MHA Developing a Business Proposal Unit 8 – Marketing Communications (Deadline 15 th May) Unit 4 KSL – Managing and Leading People (Exam May)	
Vocabulary	Unit 4 Transformational Transactional Operational Risk minimizing Unit 5 Competitive advantage Trademarks Patents Unit 8 Verbal	Unit 4 Centralised Decentralised Matrix Hierarchical Unit 5 Operations Human resources Financial Unit 8 Message Channel	Unit 5 Contribution Break-even Cash-flow Income statement Customer value proposition Unit 8 Target Market Sales Forecast Competitors Marketing Mix	Unit 5 Suppliers Quality control Human resources Motivation Forecasting Unit 8 Growth Market Share Marketing campaign Scale	Unit 5 Premises Funding required Workload Personal risk Leadership Unit 8 Political Economic Environmental Social Technological	



	Non-verbal Visual communication. Body Language	Content		Niche	Legal	
Assessment	Unit 4 Milestone Assessment before half term Unit 5 P3, M2, D1 Unit 8 Coursework P2, M2 & D1	Unit 4 Full past paper mock exam before Christmas Unit 5 P4, M3 P5, M4 Unit 8 Coursework P3 and Target market Portfolio P4, M3 and D2	Unit 5 D2 P6, M5, D3 Unit 8 P5 and M4 and P6, M5 & D3 P7, M6, D4	Unit 5 P8, M7, D5 Unit 8 P8 M7 & D5 P9 & M8	Unit 5 P9, M8 P10, M9, D6 Unit 8 P10 M9 & D6	
Links to prior learning	Unit 5 Methods of communication Unit 8 Links to Enterprise Unit- marketing activities, channels and content and messages explored in P1 and M1. Market Segmentation- P4 of Enterprise Unit.	Unit 4 Links to Unit 2 Organisational Types. Unit 5 Competitors, economic data and other risk factors they have identified. Unit 8 Links to Unit 3 - marketing activities, channels and content and	Unit 5 The aims and objectives of the business. Unit 8 P4, M3 and D2 criteria will support plan and P4 Primary research sample will inform consumer panel.	Unit 5 The changes to the business proposal. Unit 8 M6 and D3 consumer panel findings will support changes.	Unit 5 The changes to the business proposal. Unit 8 Students to return to unit 5 (to complete its assignment 2) and will reflect on how these communications might modify the proposal.	



		messages explored in P1 and M1. Market Segmentation- P4 of Enterprise Unit.				
Catholic Social Teaching	Dignity of work and participation The Common Good	Dignity of work and participation The Common Good	Creation and the Environment Dignity	Creation and the Environment Dignity	Creation and the Environment Dignity	
Careers and Personal Development links	Careers Unit 4 – HR, Recruitment and Managing People Unit 5 – Business Analyst and Entrepreneur Unit 8 – PR and Marketing Roles PD Unit 4 – Leadership and Teamwork Skills Unit 5 – Critical Thinking and Problem Solving Unit 8 – Communication Skills and Strategic Thinking	Careers Unit 4 – HR, Recruitment and Managing People Unit 5 – Business Analyst and Entrepreneur Unit 8 – PR and Marketing Roles PD Unit 4 – Leadership and Teamwork Skills Unit 5 – Critical Thinking and Problem Solving Unit 8 – Communication Skills and Strategic Thinking	Careers Unit 5 – Business Analyst and Entrepreneur Unit 8 – PR and Marketing Roles PD Unit 5 – Critical Thinking and Problem Solving Unit 8 – Communication Skills and Strategic Thinking	Careers Unit 5 – Business Analyst and Entrepreneur Unit 8 – PR and Marketing Roles PD Unit 5 – Critical Thinking and Problem Solving Unit 8 – Communication Skills and Strategic Thinking	Careers Unit 5 – Business Analyst and Entrepreneur Unit 8 – PR and Marketing Roles PD Unit 5 – Critical Thinking and Problem Solving Unit 8 – Communication Skills and Strategic Thinking	