

## Subject: Yr 13 Finance

**Year Group: YR 13 Finance**  
**Specification: Units 3 & 4**

Lesson No	Topic & Objectives	Big Question – What will students learn?	Key Activities & Specialist Terminology (Do Now Task / Starter/Tasks/Plenary)	Planned Assessment	Homework or flipped learning resources  DODDLE resources	Lit Num SMSC Codes
<b>Week 1 Lesson 1-5</b>	Understand the importance of financial sustainability for individuals and the measures in place to support an individual's sustainability.	1.1 Explain the importance of financial sustainability for individuals.	Characteristics of flexible / sustainable financial planning • Mandatory and discretionary expenditure – setting priorities Obstacles to successful, sustainable individual financial planning • Contingency planning for problems which may, or may not, occur		<b>Flipped Learning:</b> Read Pages 1-21 from libf Unit 3 study text.  4 pages in order from the start of the topic to be read before the start of each lesson	SP9, C5, M2, SO7
<b>Week 2 Lesson 1-5</b>	Understand the importance of financial sustainability for individuals and the measures in place to support an individual's sustainability.	1.2 Identify the measures taken by financial services providers to support an individual's financial sustainability.	Using financial products and services to achieve sustainable personal finances • Recap and link to sustainability: current accounts, savings products, short-term borrowing (overdrafts, personal loans, credit cards, HP finance, payday loans, credit unions, peer-to-peer internet lenders, student loans), mortgages, insurance, investments, occupational and personal pensions	Fortnightly assessment cycle from past papers – a mixture of case study and non-case study questions.	<b>Flipped Learning:</b> Read Pages 22-33 from libf Unit 3 study text.  This can be broken down into 2 pages of reading before each lesson starting from page 22.	SP9, C5, M2, SO7

<b>Week 3 Lesson 1-5</b>	Understand the importance of financial sustainability for individuals and the measures in place to support an individual's sustainability.	1.3 Explain how the state benefit system can support an individual's sustainability.  Topic 2	The state benefits system: • Income Support and unemployment benefits • Sickness benefits (short-term/long-term) • Disability benefits and maternity benefits • Child Benefit • In-work tax credits • Housing and heating benefits • Universal Credit • Means-testing v universal entitlement • State pensions		<b>Flipped Learning:</b> Read Pages 35-59 from libf Unit 3 study text.  This can be broken down into 5 pages of reading before each lesson starting from page 35.	SP9, C5, M2, SO7
<b>Week 4 Lesson 1-5</b>	Understand the key external financial factors influencing financial performance and the resulting effect on the consumer.	2.1 Analyse how external financial factors can affect personal decision-making.	Outline of unavoidable problems which have a negative effect on personal finances (redundancy, ill-health, mental illness, disability, child-birth, low-paid employment, full-time study, retirement)	Fortnightly assessment cycle from past papers – a mixture of case study and non-case study questions.	<b>Flipped Learning:</b> Read Pages 63-97 from libf Unit 3 study text.  This can be broken down into 6 pages of reading before each lesson starting from page 63.	SP9, C5, M2, SO7
<b>Week 5 Lesson 1-5</b>	Understand the key external financial factors influencing financial performance and the resulting effect on the consumer.	2.2 Analyse data sources in order to assess the impact of external financial factors when making financial decisions and plans.	Further develop understanding of the key external events that affect personal financial planning (PESTEL analysis): • Political factors • Economic factors • Social factors • Technological factors • Environmental factors • Legal factors – changes in legislation / regulation relating to financial products, services and providers		<b>Flipped Learning:</b> Read Pages 97 – 108 from libf Unit 3 study text.  This can be broken down into 2 pages of reading before each lesson starting from page 97.	SP9, C5, M2, SO7

<b>Week 6 Lesson 1-5</b>	Understand the need to monitor personal budgets and adapt plans in response to changes in circumstances.	3.1 Explain how to monitor the variances of a personal budget.	Reviewing priorities and making choices • Reviewing contingency plans	Fortnightly assessment cycle from past papers – a mixture of case study and non-case study questions.	<b>Flipped Learning:</b> Read Pages 113 – 120 from libf Unit 3 study text.  This can be broken down into 1-2 pages of reading before each lesson starting from page 113.	SP9, C5, M2, SO7
<b>Week 7 Lesson 1-5</b>	Understand the need to monitor personal budgets and adapt plans in response to changes in circumstances.	3.2 Identify how personal financial plans can be adapted to respond to changes in circumstances.	Flexible financial planning • Establishing clear, measurable objectives • Planning for surplus or deficit • Writing it down – recording medium- / long-term plans • Planning for different time periods • Financial planning and the personal life cycle • Frequency of monitoring and reviewing plans • Comparing ‘planned’ and ‘actual’ income and expenditure • Analysing reasons for differences between ‘planned’ and ‘actual’ income and expenditure • Adapting plans to accommodate changes in personal circumstances		<b>Flipped Learning:</b> Read Pages 120 – 128 from libf Unit 3 study text.  This can be broken down into 1-2 pages of reading before each lesson starting from page 120.	SP9, C5, M2, SO7
<b>Week 8 Lesson 1-5</b>	Understand the need to monitor personal budgets and adapt plans in response to changes in circumstances.	3.3 Identify key sources of financial help available to individuals to cope with unforeseen changes to personal circumstances.	The informal processes used by individuals and providers to deal with debt problems, such as payment plans and freezing debts. Organisations that can help, eg StepChange Debt Charity, National Debtline. The formal processes for dealing with debt, such as county court judgments (CCJs), individual voluntary arrangements (IVAs), debt relief orders and bankruptcy.	Fortnightly assessment cycle from past papers – a mixture of case study and non-case study questions.		SP9, C5, M2, SO7
<b>Week 9 Lesson 1-5</b>	Understand the personal implications of debt and borrowing solutions for individuals in	4.1 Explain the personal implications of debt for individuals in different circumstances and from different cultures.	Perceptions of debt • Attitudes to debt and borrowing in different circumstances and different cultures • The impact of changing attitudes • Balancing the costs and benefits of debt • Understanding ‘financial footprints’ • Did too much debt cause the ‘credit crunch’?		<b>Flipped Learning:</b> Read Pages 131-140 from libf Unit 3 study text.  This can be broken down into 1-2 pages of reading before each	SP9, C5, M2, SO7

	different circumstances and from different cultures.				lesson starting from page 131.	
<b>Week 10 Lesson 1-5</b>	Understand the personal implications of debt and borrowing solutions for individuals in different circumstances and from different cultures.	4.2 Compare and contrast different solutions for individuals in debt.	<ul style="list-style-type: none"> <li>• ‘Good debt’ v ‘bad debt’: can increased borrowing help to maintain financial sustainability in some circumstances?</li> </ul>	Fortnightly assessment cycle from past papers – a mixture of case study and non-case study questions.	<p><b>Flipped Learning:</b> Read Pages 140-149 from libf Unit 3 study text.</p> <p>This can be broken down into 1 -2 pages of reading before each lesson starting from page 140.</p>	SP9, C5, M2, SO7
<b>Week 11 Lesson 1-5</b>	Understand the impact of global events, developments and ethical considerations upon the financial services industry and ultimately the consumer.	5.1 Evaluate the impact of global events, developments and ethical considerations upon the financial services industry.	<ul style="list-style-type: none"> <li>• The impact of global events and ethics</li> <li>• The globalisation of financial services</li> <li>• International economic trends and issues</li> </ul>		<p><b>Flipped Learning:</b> Read Pages 151-180 from libf Unit 3 study text.</p> <p>This can be broken down into 5-6 pages of reading before each lesson starting from page 151</p>	SP9, C5, M2, SO7
<b>Week 12 Lesson 1-5</b>	Understand the impact of global events, developments and ethical considerations upon the financial services	5.2 Analyse how global events, developments and ethical considerations impact on the financial services consumer.	<ul style="list-style-type: none"> <li>• Worldwide cultural and social trends and issues (including Islamic banking and Sharia law)</li> <li>• Global demographics</li> <li>• Corporate commitment to ethical / socially responsible business practices and the impact on sustainable personal finances</li> </ul>	Fortnightly assessment cycle from past papers – a mixture of case study and non-case study questions.	<p><b>Flipped Learning:</b> Read Pages 180-190 from libf Unit 3 study text.</p> <p>This can be broken down into 2 pages of reading before each lesson starting from page 180</p>	SP9, C5, M2, SO7

	industry and ultimately the consumer.					
<b>Week 13 Lesson 1-5</b>	Understand the impact on the consumer of changes that have occurred in the financial services industry in recent years.	6.1 Analyse the impact on the consumer of changes to the financial services industry	Changes in the financial services industry - since the 1980s - since the 'credit crunch' - changes in technology - recent regulatory changes (UK/EU) • The impact of recent changes on personal financial sustainability	Fortnightly assessment cycle from past papers – a mixture of case study and non-case study questions.	<b>Flipped Learning:</b> Read Pages 193-213 from libf Unit 3 study text.  This can be broken down into 4 pages of reading before each lesson starting from page 193	SP9, C5, M2, SO7
<b>Week 14 Lesson 1-5</b>	<b>Revision and exam preparation for Unit 3 exams</b>	Multiple choice and case study focus				
<b>Week 15 Lesson 1-5</b>	<b>Unit 3 exam week</b>	Part A and B				
<b>Week 16 Lesson 1-5</b>	Understand how financial services providers work and the competitive environment in which they operate.	1.1 Differentiate between the operations of traditional and new financial services providers.	The financial system and individual financial services providers • How providers work. • How they source money, including deposits, and borrowing from each other through money markets. • The variety of financial institutions in the marketplace. • The existence and importance of competition. – Review of key points from Units 1, 2 and 3 and preview of later Unit 4 topics. – Overview of the system and individual firms. – How providers work – traditional financial intermediation. – Sources and applications of funds. – Various sources of funds. – The variety of institutions. – New types of financial provision and new trends		<b>Flipped Learning:</b> Read Pages 1-22 from libf Unit 4 study text.  This can be broken down into 4-5 pages of reading before each lesson starting from page 1	SP9, C5, M2, SO7

<b>Week 17 Lesson 1-5</b>	Understand how financial services providers work and the competitive environment in which they operate.	1.2 Analyse the methods used by financial services providers to respond to competition.	Competition in the financial services sector • Methods of responding to competition. The consumer environment. • Why individuals choose financial products and the determination of consumer choice. – The importance of competition. – The existence of competition and the need to promote more competition. – Methods of responding to competition. – The consumer environment. Why individuals choose financial products and the determination of consumer choice.		<b>Flipped Learning: Read Pages 27-43 from libf Unit 4 study text.</b>  This can be broken down into 3-4 pages of reading before each lesson starting from page 27	SP9, C5, M2, SO7
<b>Week 18 Lesson 1-5</b>	Understand the importance of sustainability for financial services providers and systems.	2.1 Explain the importance of sustainability for financial services providers and systems.	Sustainability in the financial services sector Why sustainability matters to the sector. • Sustainability of the individual providers within the financial services system. • Responsible lending and borrowing. • How national government and regulators act to maintain sustainability. • Role of consumer protection. • The motives of different stakeholders. • The interactions and interdependence of different financial services providers.	Fortnightly assessment cycle from past papers – a mixture of case study and non-case study questions.	<b>Flipped Learning: Read Pages 51-77 from libf Unit 4 study text.</b>  This can be broken down into 5 pages of reading before each lesson starting from page 51	SP9, C5, M2, SO7
<b>Week 19 Lesson 1-5</b>	Understand the importance of sustainability for financial services providers and systems.	2.2 Explain the impact of media coverage on the financial services industry's sustainability.	The impact of the media on sustainability of the financial services industry How issues are treated, comparing approaches taken by different newspapers / journals / TV programmes. • Looking at extremes of reporting / bias, taking a balanced view. • Scandals – stories behind the headlines. • Consideration of the positive aspects of the media as watchdogs.		<b>Flipped Learning: Read Pages 81-96 from libf Unit 4 study text.</b>  This can be broken down into 3 pages of reading before each lesson starting from page 81	SP9, C5, M2, SO7
<b>Week 20 Lesson 1-5</b>	Understand the influences of external factors upon financial services providers and	3.1 Analyse the external influences on financial services providers through PESTEL analysis.	External influences on financial services providers • PESTEL analysis of the effect of external factors upon providers: political, economic, social and cultural, technological, environmental / ecological, legal and demographic dimensions.	Fortnightly assessment cycle from past papers – a mixture of case study and non-case study questions.	<b>Flipped Learning: Read Pages 99-127 from libf Unit 4 study text.</b>  This can be broken down into 3 pages of reading before each	SP9, C5, M2, SO7

	the impact on the products and services they provide.				lesson starting from page 99	
<b>Week 21 Lesson 1-5</b>	Understand the influences of external factors upon financial services providers and the impact on the products and services they provide.	3.2 Analyse the impact of change and uncertainty on the services and products provided by financial services providers.	The impact of change and uncertainty on financial products • Increase in inflation rate • Greater volatility in share price movements • Economic uncertainty • Attitudes to availability of credit • Institutional difficulties • Changes in weather conditions • Terrorist attacks • Attitudes of different religious groups to financial products • Greater awareness of ethical and environmental issues		<b>Flipped Learning:</b> Read Pages 131-158 from libf Unit 4 study text.  This can be broken down into 5-6 pages of reading before each lesson starting from page 131	SP9, C5, M2, SO7
<b>Week 22 Lesson 1-5</b>	Understand the effectiveness of marketing materials produced by financial services providers.	4.1 Evaluate the approach taken to marketing by different financial services providers.	Marketing materials and their effectiveness • Marketing materials and information. • Establishing which consumer groups are being targeted. • What is in the small print? The regulatory requirements (what is said and what is not said). • Review different types of marketing materials and information; how information is presented, use of language, branding, etc. • References in marketing literature to ethics, sustainability, corporate social responsibility, environmental / green issues, etc. • Different advertising methods. • Evaluation of approach taken. • How approaches fit with different business contexts / purposes. • How marketing fits into the context of the wider industry, ie how it contrasts with competitors and how it promotes the financial services industry. • How marketing has developed to reflect the changing financial services industry.	Fortnightly assessment cycle from past papers – a mixture of case study and non-case study questions.	<b>Flipped Learning:</b> Read Pages 163-185 from libf Unit 4 study text.  This can be broken down into 4-5 pages of reading before each lesson starting from page 163	SP9, C5, M2, SO7
<b>Week 23</b>	Understand the effectiveness	4.2 Evaluate the possible effectiveness of marketing	Attracting, retaining and satisfying consumers • Approaches taken by financial services providers to attract and retain customers –			SP9, C5, M2, SO7

<b>Lesson 1-5</b>	of marketing materials produced by financial services providers.	materials produced by financial services providers.	the 4 Ps • Advertising • Branding • Public relations • Sales literature • Direct selling • Customer service • Reputation • Brand image • Loss leaders • Other examples (not exclusive), eg attractive deals for new customers, enhanced product offers for existing / loyal customers • Social and ethical considerations – corporate social responsibility			
<b>Week 24 Lesson 1-5</b>	Understand approaches used by financial services providers to attract, retain and satisfy consumers.	5.1 Explain how financial services providers manage the customer relationship.	Attracting, retaining and satisfying consumers • Approaches taken by financial services providers to attract and retain customers – the 4 Ps • Advertising • Branding • Public relations • Sales literature • Direct selling • Customer service • Reputation • Brand image • Loss leaders • Other examples (not exclusive), eg attractive deals for new customers, enhanced product offers for existing / loyal customers • Social and ethical considerations – corporate social responsibility	Fortnightly assessment cycle from past papers – a mixture of case study and non-case study questions.	<b>Flipped Learning:</b> Read Pages 189-202 from libf Unit 4 study text.  This can be broken down into 2-3 pages of reading before each lesson starting from page 189	SP9, C5, M2, SO7
<b>Week 25 Lesson 1-5</b>	Understand approaches used by financial services providers to attract, retain and satisfy consumers.	5.2 Critically contrast and compare the approaches taken by financial services providers to attract and retain customers.	Attracting, retaining and satisfying consumers • Approaches taken by financial services providers to attract and retain customers – the 4 Ps • Advertising • Branding • Public relations • Sales literature • Direct selling • Customer service • Reputation • Brand image • Loss leaders • Other examples (not exclusive), eg attractive deals for new customers, enhanced product offers for existing / loyal customers • Social and ethical considerations – corporate social responsibility		<b>Flipped Learning:</b> Read Pages 202-216 from libf Unit 4 study text.  This can be broken down into 2-3 pages of reading before each lesson starting from page 189	SP9, C5, M2, SO7
<b>Week 26 Lesson 1-5</b>	Understand approaches used by financial services	5.3 Critically contrast and compare the methods used by financial services providers to achieve	Transactional selling • Relationship marketing • Relationship marketing leads to customer loyalty • Transactional selling v relationship marketing	Fortnightly assessment cycle from past papers – a mixture of case study and non-case study questions.		SP9, C5, M2, SO7



	providers to attract, retain and satisfy consumers.	customer satisfaction in different situations. 5.4 Explain the difference between transactional selling and relationship selling in the financial services sector.				
<b>Week 27 Lesson 1-5</b>	Understand how market segmentation and product development are used to meet the needs, wants and aspirations of financial consumers.	6.1 Explain how the needs, wants and aspirations of a market segment are met through product benefits, features and add-ons.	Market segmentation and product development • Identify product benefits, features and add-ons and how these meet the needs, wants and aspirations of consumers in different customer groups, eg interest-free credit card balance transfers, cashback, rewards programmes. • Segmentation of markets, eg by age, gender, social class, income, location. • Knowing the market. • Primary research. • Secondary research.		<b>Flipped Learning: Read Pages 219-226 from libf Unit 4 study text.</b>  This can be broken down into 1-2 pages of reading before each lesson starting from page 219	SP9, C5, M2, SO7
<b>Week 28 Lesson 1-5</b>	Understand how market segmentation and product development are used to meet the needs, wants and aspirations of financial consumers.	6.2 Analyse the market research techniques used by financial services providers.	Market segmentation and product development • Identify product benefits, features and add-ons and how these meet the needs, wants and aspirations of consumers in different customer groups, eg interest-free credit card balance transfers, cashback, rewards programmes. • Segmentation of markets, eg by age, gender, social class, income, location. • Knowing the market. • Primary research. • Secondary research.	Fortnightly assessment cycle from past papers – a mixture of case study and non-case study questions.	<b>Flipped Learning: Read Pages 226 – 233 from libf Unit 4 study text.</b>  This can be broken down into 1-2 pages of reading before each lesson starting from page 226	SP9, C5, M2, SO7
<b>Week 29 Lesson 1-5</b>	Understand how market segmentation and product development are used to meet the	6.3 Explain the product development process.	• The product development process. • Why existing and new products tend to be developed.		<b>Flipped Learning: Read Pages 233 – 241 from libf Unit 4 study text.</b>  This can be broken down into 1-2 pages of reading before each	SP9, C5, M2, SO7

	needs, wants and aspirations of financial consumers.				lesson starting from page 233	
<b>Week 30 Lesson 1-5</b>	<b>Revision and exam preparation for Unit 4 exams</b>	Multiple choice and case study focus	Looking at detailed case studies, one from a consumer's perspective and one from a provider's perspective. The situations are realistic based on current products and figures; however, the case study characters, products and providers are fictitious. Case Study 1: Helen Brown Case Study 2: Robinson's Bank Savings Account	Fortnightly assessment cycle from past papers – a mixture of case study and non-case study questions.		SP9, C5, M2, SO7