

# WIXAMS ACADEMY **SUBJECT** 3 YEAR CURRICULUM PLAN 2021-2022

KEY: UNIT TITLE **PRIOR LEARNING NEEDED/RE-CAPPED – BUILDING DEPTH** **HOW ASSESSED?**

**KS 3 NATIONAL CURRICULUM DESCRIPTOR/KS4 ASSESSMENT OBJECTIVE** **WIDER CURRICULUM LINKS**

**Academy curriculum intent: *To provide EVERY student the opportunity to acquire academic excellence and those skills, qualities and experiences that develop well-rounded, successful and happy members of modern society.***

- A 3 Year curriculum design approach for most subjects providing a logically sequenced educational journey.
- We follow the full National Curriculum at Key Stage 3 (KS3) to give our students the broadest and best start to their secondary education.
- We believe in personalisation and choice, so we offer one of the broadest ranges of KS4 GCSE option subjects in the Borough.
- Students are encouraged, but not forced to take EBacc subjects, resulting in significantly more students choosing these subjects, compared to National average.
- Knowledge and skill acquisition are key.
- We have a 'Teach to the Top' mantra, where challenge is always present and differentiation ensures all students have the scaffolding and support to 'Access the Top'
- EVERY student has access to the full ambitious curriculum. We do not reduce, narrow or restrict the curriculum for any learners.
- We pride ourselves on an extremely rich 'wider curriculum' including extracurricular; electives; trips and visits; values; oracy to increase our students' 'Cultural Capital'
- We base our curriculum design and implementation on proven educational research methods.

## **Subject Curriculum Intent:**

We intend to deliver a Business Studies curriculum that is engaging and inspiring and reflects the demands of a truly modern and evolving business environment – a qualification that enables learners to develop as commercially minded and enterprising individuals and helps them to succeed in their chosen pathway by supporting a variety of further education options such as A Level / Level 3 Business Studies, Economics, Accounting and Finance as well as aspects of Law.

Our curriculum introduces learners to a holistic level 2 qualification that emphasises on making connections between topics. Key subject content is taught by firstly investigating small enterprises and entrepreneurship and accumulating in to analysis of well established businesses in the second and final year of the three year program. Contemporary and relatable contexts, real life business examples and current affairs will be used to further enthuse our learners into the subject.

Key topics to be studied include:

**Theme 1: Investigating Small Business**

• Topic 1.1 Enterprise and entrepreneurship • Topic 1.2 Spotting a business opportunity • Topic 1.3 Putting a business idea into practice • Topic 1.4 Making the business effective • Topic 1.5 Understanding external influences on business

**Theme 2: Building A Business**

• Topic 2.1 Growing the business • Topic 2.2 Making marketing decisions • Topic 2.3 Making operational decisions • Topic 2.4 Making financial decisions • Topic 2.5 Making human resource decisions

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	Year 9 EMBED	Year 10 SECURE	Year 11 MASTER
<b>Aim</b>	<p>Year 9 will embed key knowledge so that it is firmly fixed in the long term memory. In <b>Business</b> we begin to unpick the foundations of starting up and running a business; we focus on size, scale, sectors, ownership styles, how business ideas come about, basic marketing, basic finance and accounting, business and consumer laws, external factors influencing business.</p>	<p>Year 10 will secure knowledge so that it can be recalled, explored and built upon with ease. In <b>Business</b> we revisit the topics studied in year one and break these down into further detail. For example there is a shift from how to start a business to how to grow and develop a business. Finance for start-up changes to finance for growth of a business, which means content becomes more detailed.</p>	<p>Year 11 will demonstrate mastery in the subject knowledge, making connections with other topics/subjects and applying it to different contexts. In <b>Business</b> we focus on revisiting and revising all topics studied via case study work, a key focus on answering 6, 9 and 12 mark questions, which ask for detailed analysis and evaluation and prompt learners to become masters in the subject area.</p>
<b>Unit 1</b>	<p>1.1 <u>Enterprise and Entrepreneurship</u></p> <p>No prior learning needed – option subject can be chosen by all</p> <p>End of unit test: enterprise and entrepreneurship – teacher assessed Written report on introduction to business</p> <p><b>AO1 Knowledge</b> Demonstrate knowledge and understanding of: facts, terms, concepts, theories, techniques</p>	<p>2.1 <u>Growing the business</u></p> <p>Sources of finance, business ownerships</p> <p>End of unit test: Growing the Business – teacher assessed</p> <p><b>AO1 Knowledge</b> Demonstrate knowledge and understanding of: facts, terms, concepts, theories, techniques</p> <p><b>AO2 Application</b> Apply knowledge and understanding to problems and issues in a variety of familiar and unfamiliar business situations and contexts</p>	<p>1.1 <u>Enterprise and entrepreneurship</u> and 1.2 <u>Spotting a Business Opportunity</u></p> <p>1.1 – 1.2</p> <p>Exam styled questions, past paper practice</p> <p><b>A01, A02, A03, A04</b></p> <p>See unit 1 &amp; 2 for wider curriculum links</p>

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	Business size, scale and sectors relates to KS3 geography	PSHCE – money management, bank loans	
<b>Unit 1 knowledge end points</b>	<p><b>Students will know:</b>  <i>Why and how new business ideas come about</i>  <i>Risk and Reward of being an entrepreneur</i>  <i>The role of business enterprise in society</i>  <i>Adding value</i></p> <p>Skills: Students will have picked up the following skills; reading and constructing meaning, presenting to peers, comprehension</p>	<p><b>Students will know:</b>  <i>Methods of growth</i>  <i>Finance for growth</i>  <i>Changes in aims and objectives</i>  <i>Business and globalisation</i>  <i>Ethics and business</i>  <i>Environment and business</i></p> <p>Skills: Analysing and evaluating different methods of financing growth, globalisation, ethics</p>	<p><b>Students will know:</b>  <i>Recap of topics 1.1 – 1.2</i></p> <p>Skills: Ability to apply business knowledge to analyse and evaluate different real life business situations with clear links to starting an enterprise and spotting a business opportunity and marketing.</p> <p>Being able to answer exam style questions, both multiple choice, short and longer written answers with evidence of: A01- knowledge  A02-applicarion  A03 – analysis  A04 – evaluation</p>
<b>Unit 2</b>	<p style="text-align: center;">1.2 Spotting a Business Opportunity</p> <p style="text-align: center;">Understanding of products and services, how value is added, target customers,</p> <p style="text-align: center;">End of unit test: Spotting a Business Opportunity – Teacher and peer assessed</p> <p style="text-align: center;">A01 Knowledge</p>	<p style="text-align: center;">2.2 Making marketing decisions</p> <p style="text-align: center;">Understanding of market research and marketing mix</p> <p style="text-align: center;">Report – Teacher assessed</p> <p style="text-align: center;">A01 Knowledge  Demonstrate knowledge and understanding of: facts, terms, concepts, theories, techniques</p> <p style="text-align: center;">A02 Application</p>	<p style="text-align: center;">1.3 Putting a Business Idea into practice – 1.4 Making the Business Effective</p> <p style="text-align: center;">1.3– 1.4</p> <p style="text-align: center;">Exam styled questions, real life business scenarios used to analyse and evaluate</p> <p style="text-align: center;">A01, A02, A03, A04</p>

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	<p>Demonstrate knowledge and understanding of: facts, terms, concepts, theories, techniques</p> <p><b>A02 Application</b> Apply knowledge and understanding to problems and issues in a variety of familiar and unfamiliar business situations and contexts</p> <p><b>Drawing graphs for market segmentation – maths</b></p>	<p>Apply knowledge and understanding to problems and issues in a variety of familiar and unfamiliar business situations and contexts</p> <p><b>A03 Analysis</b> Analyse business problems, issues and situations by: Using appropriate methods and techniques to make sense of qualitative and quantitative business information; Interpreting and unpacking complex issues and situations to their constituent parts and searching for causes, impact and consequences; Distinguishing between factual evidence and opinion or value judgement Drawing valid inferences and making valid generalisations</p> <p><b>A04 Evaluation</b> Evaluate business evidence, explanation, argument, discussion and analysis in order to: Make reasoned judgements; Present measured conclusions; Make recommendations for action and implementation</p>	<p>See unit 3 &amp; 4 for wider curriculum links</p>
<p><b>Unit 2 knowledge end points</b></p>	<p><b>Students will know:</b> <i>The different Customer needs and how they are fulfilled</i> <i>Market research and its key purposes</i> <i>Market segmentation</i> <i>Market mapping</i> <i>Competitive business environment</i></p> <p><b>Skills:</b> <i>Conducting basic market research for given business situations</i></p>	<p><b>Students will know and understand:</b> <i>Product</i> <i>Price</i> <i>Promotion</i> <i>Place</i> <i>Marketing mix and business decisions</i></p> <p><b>Skills:</b> <i>Applying in depth knowledge of marketing mix to analyse different products and services</i></p>	<p><b>Skills:</b> Ability to apply business knowledge to analyse and evaluate different real life business situations with clear links to ‘Putting a Business Idea into practice’ and ‘Making a business effective’.</p> <p>Being able to answer exam style questions, both multiple choice, short and longer written answers with evidence of: A01- knowledge A02-applicarion A03 – analysis A04 – evaluation</p>

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<p><b>Unit 3</b></p>	<p>1.3 Putting A Business Idea into practice</p> <p><b>NO PRIOR LEARNING NEEDED</b></p> <p>End of unit test: Putting a business idea into practice – Teacher assessed</p> <p><b>AO1 Knowledge</b> Demonstrate knowledge and understanding of: facts, terms, concepts, theories, techniques</p> <p><b>AO2 Application</b> Apply knowledge and understanding to problems and issues in a variety of familiar and unfamiliar business situations and contexts</p> <p>Calculations; adding, subtracting, multiplying, division, drawing and plotting graphs - maths</p>	<p>2.3 Making Operational Decisions</p> <p><b>PRIOR LEARNING NEEDED</b></p> <p>End of unit test: Making Operational Decisions – Teacher Assessed</p> <p><b>AO1 Knowledge</b> Demonstrate knowledge and understanding of: facts, terms, concepts, theories, techniques</p> <p><b>AO2 Application</b> Apply knowledge and understanding to problems and issues in a variety of familiar and unfamiliar business situations and contexts</p> <p><b>AO3 Analysis</b> Analyse business problems, issues and situations by: Using appropriate methods and techniques to make sense of qualitative and quantitative business information; Interpreting and unpacking complex issues and situations to their constituent parts and searching for causes, impact and consequences; Distinguishing between factual evidence and opinion or value judgement Drawing valid inferences and making valid generalisations</p> <p><b>AO4 Evaluation</b> Evaluate business evidence, explanation, argument, discussion and analysis in order to: Make reasoned judgements; Present measured conclusions; Make recommendations for action and implementation</p> <p>ICT, Computing; Computer aided design, Computer aided manufacture</p>	<p>1.5 Making the business effective – 2.1 Growing the Business – EXAM PRACTICE</p> <p>1.5– 2.1</p> <p>Exam styled questions, past paper practice</p> <p>A01, A02, A03, A04</p> <p>See units 1.5 and 2.1 for wider curriculum links</p>
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<b>Unit 3 knowledge end points</b>	<p style="color: red; text-align: center;"><b>Students will know:</b>  <i>Business aims and objectives</i>  <i>Business revenues, costs and profits</i>  <i>Breakeven</i>  <i>Cash and cash flow forecasting</i>  <i>Sources of finance</i></p> <p>Skills: calculating revenues, costs, profits, breakeven and simple cash flows, drawing breakeven charts</p> <p>Creating cash flow forecasts on spreadsheets</p>	<p style="color: red; text-align: center;"><b>Students will know and understand:</b>  <i>Business operations</i>  <i>Technology, productivity and promotion</i>  <i>Managing stock</i>  <i>Procurement: working with suppliers</i>  <i>Managing quality</i>  <i>The sales process</i></p> <p>Skills: assessing, analysing and evaluating the best option of production for different business scenarios.</p>	<p>Skills: Ability to apply business knowledge to analyse and evaluate different real life business situations with clear links to ‘Understanding external influences on business’ and ‘Growing the Business’.</p> <p>Being able to answer exam style questions, both multiple choice, short and longer written answers with evidence of: A01- knowledge  A02-application  A03 – analysis  A04 – evaluation</p>
<b>Unit 4</b>	<p style="text-align: center;">1.4 Making the Business effective</p> <p style="color: blue; text-align: center;"><b>Business ownerships, sources of finance, marketing</b></p> <p style="color: green; text-align: center;"><b>End of unit test – Making the Business Effective</b></p> <p style="color: purple; text-align: center;"><b>A01 Knowledge</b>  Demonstrate knowledge and understanding of: facts, terms, concepts, theories, techniques</p> <p style="color: purple; text-align: center;"><b>A02 Application</b>  Apply knowledge and understanding to problems and issues in a variety of familiar and unfamiliar business situations and contexts</p> <p style="color: purple; text-align: center;"><b>A03 Analysis</b>  Analyse business problems, issues and situations by: Using appropriate methods and techniques to make sense of qualitative and quantitative business information; Interpreting and unpacking complex issues and situations to their constituent parts and searching for causes, impact and consequences; Distinguishing between</p>	<p style="color: blue; text-align: center;"><b>2.4 Making financial decisions</b></p> <p style="color: blue; text-align: center;">Costs, revenue, profit, breakeven, cashflow forecasting</p> <p style="color: green; text-align: center;"><b>End of unit test – Making Financial Decisions</b></p> <p style="color: purple; text-align: center;"><b>A01 Knowledge</b>  Demonstrate knowledge and understanding of: facts, terms, concepts, theories, techniques</p> <p style="color: purple; text-align: center;"><b>A02 Application</b>  Apply knowledge and understanding to problems and issues in a variety of familiar and unfamiliar business situations and contexts</p> <p style="color: purple; text-align: center;"><b>A03 Analysis</b>  Analyse business problems, issues and situations by: Using appropriate methods and techniques to make sense of qualitative and quantitative business information; Interpreting and unpacking complex issues and situations to their constituent parts and searching for causes, impact and consequences; Distinguishing between factual evidence and opinion or value judgement</p>	<p style="text-align: center;">2.2 Making marketing decisions – 2.3  Making financial decision – EXAM  PRACTICE</p> <p style="color: blue; text-align: center; font-size: 1.2em;">2.2 – 2.3</p> <p style="color: green; text-align: center;">Exam styled questions, past paper practice</p> <p style="color: purple; text-align: center;">A01, A02, A03, A04</p> <p style="color: orange; text-align: center;">See unit 2.2 and 2.3 for wider curriculum links</p>

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	<p>factual evidence and opinion or value judgement Drawing valid inferences and making valid generalisations</p> <p><b>AO4 Evaluation</b> Evaluate business evidence, explanation, argument, discussion and analysis in order to: Make reasoned judgements; Present measured conclusions; Make recommendations for action and implementation</p>	<p>Drawing valid inferences and making valid generalisations</p> <p><b>AO4 Evaluation</b> Evaluate business evidence, explanation, argument, discussion and analysis in order to: Make reasoned judgements; Present measured conclusions; Make recommendations for action and implementation</p> <p>Calculations; adding, subtracting, multiplying, division, drawing and plotting graphs - maths</p>	
<b>Unit 4 knowledge end points</b>	<p><b>Students will know and understand:</b> <i>Ownership and liability</i> <i>Franchising</i> <i>Business location</i> <i>Marketing mix</i> <i>Business plans</i></p> <p><i>Skills picked up:</i> <i>Evaluation of different ownerships and what's suitable</i> <i>Writing a business plan</i></p>	<p><b>Students will know and understand:</b> <i>Business calculations; net profit, gross profit</i> <i>Understanding business performance; how do you know when a business is underperforming?</i></p> <p>Skills picked up: Working out calculations such as net and gross profit</p>	<p>Skills: Ability to apply business knowledge to analyse and evaluate different real life business situations with clear links to 'Understanding external influences on business' and 'Growing the Business'.</p> <p>Being able to answer exam style questions, both multiple choice, short and longer written answers with evidence of: A01- knowledge A02-applicarion A03 – analysis A04 – evaluation</p>
<b>Unit 5</b>	<p><u>1.5 Understanding External Influences on Business</u></p> <p>PESTLE studied as a part of 1.1</p> <p>End of topic test - Understanding External Influences on business – Teacher Assessed</p>	<p><u>2.5 Making Human Resource Decisions</u></p> <p>All previous units</p> <p>End of unit topic test – Making Human Resource Decisions – Teacher Assessed</p> <p><b>AO1 Knowledge</b></p>	<p><u>2.4 – 2.5 Making Financial Decision – Making human resource decisions – EXAM PRACTICE</u></p> <p>2.4 – 2.5</p> <p>Exam styled questions, past paper practice</p> <p><b>A01, A02, A03, A04</b></p>



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	<p><b>AO1 Knowledge</b> Demonstrate knowledge and understanding of: facts, terms, concepts, theories, techniques</p> <p><b>AO2 Application</b> Apply knowledge and understanding to problems and issues in a variety of familiar and unfamiliar business situations and contexts</p> <p><b>AO3 Analysis</b> Analyse business problems, issues and situations by: Using appropriate methods and techniques to make sense of qualitative and quantitative business information; Interpreting and unpacking complex issues and situations to their constituent parts and searching for causes, impact and consequences; Distinguishing between factual evidence and opinion or value judgement Drawing valid inferences and making valid generalisations</p> <p><b>AO4 Evaluation</b> Evaluate business evidence, explanation, argument, discussion and analysis in order to: Make reasoned judgements; Present measured conclusions; Make recommendations for action and implementation</p> <p>ICT, Computing; Computer aided design, Computer aided manufacture Law – legislations that relate to businesses and consumers Economics – GDP, unemployment rates, interest, inflation</p>	<p>Demonstrate knowledge and understanding of: facts, terms, concepts, theories, techniques</p> <p><b>AO2 Application</b> Apply knowledge and understanding to problems and issues in a variety of familiar and unfamiliar business situations and contexts</p> <p><b>AO3 Analysis</b> Analyse business problems, issues and situations by: Using appropriate methods and techniques to make sense of qualitative and quantitative business information; Interpreting and unpacking complex issues and situations to their constituent parts and searching for causes, impact and consequences; Distinguishing between factual evidence and opinion or value judgement Drawing valid inferences and making valid generalisations</p> <p><b>AO4 Evaluation</b> Evaluate business evidence, explanation, argument, discussion and analysis in order to: Make reasoned judgements; Present measured conclusions; Make recommendations for action and implementation</p> <p>PSHCE / work experience / writing curriculum vitae, interviewing for a job</p>	<p>See units 2.4 – 2.5 for wider curriculum links</p>
<p><b>Unit 5 knowledge end points</b></p>	<p>Students will know and understanding: <i>Stakeholders</i> <i>Technology and business</i> <i>Legislation and business</i> <i>Introduction to the economy</i> <i>External influences on business</i></p>	<p><i>Organisational structures</i> <i>The importance of effective communication</i> <i>Different ways of working</i> <i>Effective recruitment</i> <i>Effective training and development</i> <i>Motivation</i></p>	<p>Skills: Ability to apply business knowledge to analyse and evaluate different real life business situations with clear links to 'Understanding external</p>

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	Skills picked up: Being able to analyse and evaluate the influence of external factors such as technology, law, economy and politics on specific businesses	Skills picked up: application and evaluation of motivation theory	influences on business' and 'Growing the Business'.  Being able to answer exam style questions, both multiple choice, short and longer written answers with evidence of: A01- knowledge A02-applicarion A03 – analysis A04 – evaluation
<b>Unit 6</b>	SYNOPTIC FOR INVESTIGATING SMALL BUSINESSES Exam techniques  <b>1.1-1.5</b>  Revisions of topics 1.1 – 1.5  MOCK EXAM <i>Teacher assessed, followed by question by question discussion in class to reinforce understanding</i>	SYNOPTIC FOR BUILDING A BUSINESS Exam techniques  <b>2.1-2.5</b>  Revisions of topics 2.1 – 2.5  MOCK EXAM <i>Teacher assessed, followed by question by question discussion in class to reinforce understanding</i>	<b>INDEPENDENT STUDY LEAVE</b>
<b>Unit 6 knowledge end points</b>	Skills: Being able to answer exam style questions, both multiple choice, short and longer written answers with evidence of: A01- knowledge A02-applicarion A03 – analysis A04 – evaluation	Skills: Being able to answer exam style questions, both multiple choice, short and longer written answers with evidence of: A01- knowledge A02-applicarion A03 – analysis A04 – evaluation	

UNIT TITLE- **State the title of the unit**

**PRIOR LEARNING NEEDED/RE-CAPPED FROM KS2 – Identify what you need to re-cap from the previous KS or topic(s) in order to achieve success & depth**

**HOW ASSESSED? – What is the final outcome (e.g. essay/test) and how will it be marked e.g. Peer assessment**

**KS 3 NATIONAL CURRICULUM DESCRIPTOR/KS4 ASSESSMENT OBJECTIVE – Copy & paste the NC objective or AO that is applicable to the topic**

**WIDER CURRICULUM LINKS – Is there any required knowledge that may have already been**