

What are the aims and intentions of this curriculum?

In Year 11 students prepare for their externally examined unit Promotion and Finance for Enterprise.

Term	Topics	Knowledge covered	Skills developed	Assessment
Autumn 1	The promotional mix	Promotion Advertising Sales Promotions Personal Selling Public relations Direct Marketing	Promoting a business Creating advertising materials Communication skills	Quizzes Exam questions SAM learning Peer assessment Self assessment
Autumn 2	Markets	Types of Market Market Segmentation Factors influencing promotion	Segmenting a market	Quizzes Exam questions SAM learning Peer assessment Self assessment
Spring 1	Financial Records	Methods of payment Revenue and costs Turnover and profit Assets and liabilities	Financial calculations	Quizzes Exam questions SAM learning Peer assessment Self assessment
Spring 2	Financial Planning and Forecasting	Statement of comprehensive income Statement of financial position Profitability and liquidity ratios	Preparing financial documents Financial calculations Ratio analysis	Quizzes Exam questions SAM learning Peer assessment Self assessment
Summer 1	Revision	Promotional Mix Markets Financial Records Financial Planning and Forecasting	Recalling information Applying to business case studies Mathematical calculations Interpreting data	Quizzes Exam questions SAM learning Peer assessment Self assessment
Summer 2				Exam summer