

What are the aims and intentions of this curriculum?

In Year 11 students continue to explore the main functions of business and focus on developing the skills needed for their examinations.

Term	Topics	Knowledge covered	Skills developed	Assessment
Autumn 1	Marketing	Identifying and understanding customers Segmentation The purpose and methods of market research The Marketing Mix	Marketing a product or service Identifying customer groups Conducting market research for a business	Market Research exam questions Sam Learning Self assessment Peer assessment
Autumn 2	Marketing	The Marketing Mix continued Using the marketing mix Promotion and Distribution	Designing a marketing mix for a business Analysing and Evaluating the marketing mix Business decision making	Mock exam - 1 exam paper with questions from both Paper 1 and Paper 2
Spring 1	Finance	Sources of finance Cash flow Financial Terms and Calculations	Forecasting cash flow Financial Calculations	Cash flow exam questions Sam Learning Self assessment Peer assessment
Spring 2	Finance	Break Even analysis Income Statements Statement of financial position	Creating a break even chart Preparing and interpreting financial accounts Analysing financial data Making recommendations	Mock exam 2 full exam papers Paper 1 and Paper 2
Summer 1	Revision	Enterprise Business ownership Aims and objectives Stakeholders Influences on a business Operations Human Resources Marketing Finance	Recall knowledge Apply to a variety of business types Analyse effects Evaluate Make recommendations Calculations	Quizzes Past Paper questions Sam Learning Self assessment Peer assessment
Summer 2				