



## Business: Curriculum Overview

### Year 11

Term	Topic studied	What will I learn?	How will I be assessed?
Year 11 Autumn	Marketing	<ul style="list-style-type: none"> <li>Re-cap of: segmentation, purpose and methods of market research, elements of marketing mix, using the marketing mix: product and pricing, promotion and distribution.</li> <li>E-commerce and m-commerce.</li> <li>Integrated nature of the marketing mix - Using the marketing mix to inform and implement business decisions.</li> </ul>	<ul style="list-style-type: none"> <li>Weekly Revision Tests</li> <li>Key Assessment 1 (3.5.1-3.5.4).</li> <li>Weekly Revision Tests</li> <li>In-lesson and H/W exercises.</li> <li>Practice worksheets/ extra finance questions from past papers.</li> </ul>
	Finance	<ul style="list-style-type: none"> <li>Sources of finance – methods (internal and external) and appropriateness of sources of finance.</li> <li>Cash Flow – recap: what is cash flow. Importance of cash to business: benefits of having a positive cash flow position. Difference between cash flow and profit. Interpreting cash flow forecasts and statements: importance, causes of and solutions to cash flow problems.</li> <li>Financial terms and calculations – revenue, price, sales, costs (fixed, variable, total costs), profits. Investment and the average rate of return (ARR): why do businesses invest, what is the ARR, calculating ARR, interpreting the result of an ARR calculation.</li> <li>Break-even analysis - drawing and interpreting break-even charts, margin of safety, the value of break-even analysis.</li> <li>Analysing the financial performance of a business - purpose and components of financial statements (income and balance sheet). Interpreting financial statements: comparison to previous years, performance of competitors and using profit ratios. Judging financial performance from stakeholders' perspective: shareholders &amp; owners, managers, suppliers, employees. The importance of financial statements: assessing business performance &amp; helping managers make decisions.</li> </ul>	
	Exam Skills	<ul style="list-style-type: none"> <li>Units 1,2,5 &amp; 6 – practice paper 1 Old GCSE Mock &amp; review. Practice paper 2 Specimen public paper.</li> </ul>	
Year 11 Spring	Mock review	<ul style="list-style-type: none"> <li>Review mock papers – correct misunderstandings and improve skills and techniques.</li> </ul>	<ul style="list-style-type: none"> <li>Weekly revision tests</li> <li>Key term tests</li> <li>In-class and H/W exercises</li> <li>Case studies (9 &amp; 12 markers)</li> </ul>
	Revision of year 10 topics	<ul style="list-style-type: none"> <li>Business in the real world – All key terms, Ownership &amp; Stakeholders, Growing a business.</li> <li>Influences on business – All key terms, economic climate/globalisation, competition, legislation &amp; ethics.</li> <li>Business operations- All key terms, efficiency, the role of procurement, the concept of quality, customer service.</li> <li>Human resources – All key terms, centralised &amp; decentralised, motivation.</li> </ul>	
	Complete past papers	<ul style="list-style-type: none"> <li>Marketing – understanding customers, segmentation, product (life cycle), marketing mix, price, distribution.</li> <li>Finance – All key terms, profit, ARR, break-even, income statement, balance sheet.</li> </ul>	
Year 11 Summer	2021 GCSE Paper 2	<ul style="list-style-type: none"> <li>Targeted revision/exam skills based on feedback</li> </ul>	

