

Year 11 BUSINESS

Overall Intent:

Students in Year 11 will study the remaining two of the six parts of the GCSE in Business. These topics comprise marketing and finance. The marketing topic encompasses the ways in which businesses identify, understand and target their customers through the marketing mix, including advertising and other methods of promoting their products. Students will understand how businesses discover the needs of their customers using market research. The finance topic helps students to understand how businesses raise the finance they need to establish and expand their businesses. It also helps students understand how businesses manage their cash, calculate their profits (or losses) and use financial data to judge their performance. We continue to activate students' deepening prior knowledge and experience, sharing more complex and nuanced business stories from the news and working on their capacity to accurately talk about these stories using business language. As a result, students will continue to develop their skills of application and will practise applying their knowledge and understanding to both familiar and unfamiliar business contexts. Students will further develop their analytical skills and use case studies to support a chain of argument. They will need to use a combination of quantitative as well as qualitative data. Importantly in Year 11 they will also focus more on improving their evaluation skills and will make judgements based on their analysis, with justifications.

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topic/area of study	HUMAN RESOURCES MARKETING	MARKETING PREPARATION FOR MOCK EXAM	MARKETING FINANCE	FINANCE	PREPARATION FOR EXAMS	N/A
Key learning aims – knowledge	Students will learn about motivating employees, contracts of employment, identifying and understanding customers, market segmentation, the purpose and methods of market research, pricing methods.	Students will learn about product portfolio analysis and product life cycle, promotional methods, places/channels of distribution, the integrated nature of the marketing mix. They will also revisit all units as they	Students will learn about price, product, place promotion, the integrated nature of the marketing mix, sources of finance, cash flow, financial terms and calculations.	Students will learn about financial terms and calculations: ARR and break-even analysis, analysing the financial performance of a business: income statements and statements of financial position	Students will revisit their knowledge from the whole course, as they prepare for their final exams.	The course will conclude once students have completed their final exam for this subject.

		prepare for their mock exam.				
Key knowledge - skills	<p>Throughout the course, students will develop skills in the following areas:</p> <ul style="list-style-type: none"> • Knowledge of key concepts • Application of understanding to familiar and unfamiliar contexts • Problem solving • Decision-marking • Analysis using qualitative and quantitative data • Evaluation 					
Assessment	Exam questions based on Units 4 and 5 – Human Resources and Marketing	Exam questions based on Unit 5 – Marketing. Mock Exam – Paper 1	Mock Exam – Paper 2	Exam questions based on whole course	Exam questions based on whole course	Final exams