

Year 11 GCSE Business

In Year 11 students will build on their knowledge from Year 10, looking at how the different areas of the course synthesise together to help show how successful businesses are run. Students will focus on how businesses use marketing and their financial performance. Students will use their experience of being a customer and their exposure to promotional methods to provide context to the marketing content. Recall will be tested through Brain in Gear activities of either short answer definitions, multiple choice questions and calculations for the financial unit.

Year 11 Curriculum	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Topics	<p>Marketing</p> <ul style="list-style-type: none"> Identifying and understanding customers Segmentation The purpose and methods of market research Elements of the marketing mix 	<p>Marketing</p> <ul style="list-style-type: none"> Using the marketing mix: product and pricing Promotion and distribution <p>Finance</p> <ul style="list-style-type: none"> Sources of Finance 	<p>Finance</p> <ul style="list-style-type: none"> Cash flow Financial terms and calculations Analysing the financial performance of a business 	<p>Revision</p> <ul style="list-style-type: none"> Business in the real world Influences on business Production processes 	<p>Revision</p> <ul style="list-style-type: none"> Human resources Marketing Finance 	<p>Revision for Paper 2</p> <ul style="list-style-type: none"> Business in the real world Influences on business Marketing Finance
Assessment	<p>Each topic will have a set of exam questions. Whole class feedback will be given on these.</p>	<p>Each topic will have a set of exam questions. Whole class feedback will be given on these</p> <p>Marketing Assessment - Mix of Multiple choice and longer written questions. Topics from previous units will be interleaved into assessments.</p> <p>Mock Exam. Paper 1. Topics from units 1-4 will be interleaved into assessment. Whole class feedback will be given on all assessments</p>	<p>Each topic will have a set of exam questions. Whole class feedback will be given on these</p> <p>Finance Assessment - Mix of Multiple choice and longer written questions. Topics from previous units will be interleaved into assessments.</p> <p>Mock Exam. Paper 2 Topics from units 1, 2 5 and 6 will be interleaved into assessment. Whole class feedback will be given on all assessments</p>	<p>Each topic will have a case study with a set of exam questions attached. These will be assessed and whole class feedback given.</p>	<p>Each topic will have a case study with a set of exam questions attached. These will be assessed and whole class feedback given.</p> <p>Mini Paper 1 assessment</p> <p>Mini Paper 2 assessment</p> <p>External GCSE Paper 1</p>	<p>External GCSE Paper 2</p>

Independent Work

Students will be given a mixture of short answer knowledge questions or multiple choice questions to assist with recall set via Google classroom. Students will also be set exam questions practice to develop technique. Before assessments students will be given a revision booklet to complete for use for that assessment, mock exams and the external GCSEs.