

Year 11 GCSE AQA Business

Autumn First half term	Autumn Second Half term	Spring First half term	Spring Second Half term	Summer First half term	Summer Second Half term
<p>Topic / Key Question: <u>Revision of Unit 1</u> The business Organisation What is business? Finding a gap in the market Franchises Aims and Objectives Stakeholders Business Plans Business Risk & uncertainty Choosing the legal structure – Sole trader & Partnerships Locating the business</p>	<p>Topic / Key Question: Marketing What is market research? Market Research Methods Marketing Mix Product, Place, Price Promotion Finance Sources of Finance Financial terms and calculations Cashflow and survival Using Cash flow forecasts</p>	<p>Topic / Key Question: People in Business Recruitment Rewarding employees Motivating Staff Protecting staff through legislation Operations Management</p>	<p>Topic / Key Question: <u>Revision of Unit 2</u> Growing a business Marketing Finance People Operations</p>	<p>Topic / Key Question: Create a game of your learning on a topic of your choice Design a poster advertising your learning from a topic Create a revision tool e.g. flash cards Exam mock practice Exam Technique</p>	<p>Topic / Key Question: N/A</p>
<p>Home-learning project: <ul style="list-style-type: none"> • Knowledge (flipped learning) Research and find out about a well-known entrepreneur Choose a Franchise and write a Fact file Research a well-known business and its aims and objectives <ul style="list-style-type: none"> • Skills Research & Explore, be creative</p>	<p>Home-learning project: <ul style="list-style-type: none"> • Knowledge (flipped learning) Write a letter explaining Sole trader & Partnerships 9 mark exam question on location Compare and contrast the marketing mix for: Coca Cola & A small local retailer <ul style="list-style-type: none"> • Skills Be creative, Organise information</p>	<p>Home-learning project: <ul style="list-style-type: none"> • Knowledge (flipped learning) Complete cash flow activity – fill in blanks Case study questions <ul style="list-style-type: none"> • Skills Be logical, organise information</p>	<p>Home-learning project: <ul style="list-style-type: none"> • Knowledge (flipped learning) To find a job of interest and prepare recruitment documents Complete motivation booklet which includes methods and case studies <ul style="list-style-type: none"> • Skills Research and explore, use memory</p>	<p>Home-learning project: <ul style="list-style-type: none"> • Knowledge (flipped learning) Exam question Find a newspaper article, magazine article or blog about recent changes in production and technology and bring in to share. <ul style="list-style-type: none"> • Skills Research and explore, use memory, reflect & review</p>	<p>Home-learning project: N/A</p>
<p>End of term assessment to cover: Topic 1</p>	<p>End of term assessment to cover: Topic 2</p>	<p>End of term assessment to cover: Topic 3</p>	<p>End of term assessment to cover: Topic 4</p>	<p>End of year assessment to cover: Topic 5</p>	<p>End of year assessment to cover: Mock Unit 1 Exam paper</p>
<p>Curriculum day / week visit: External visitors:</p>					

Enrichment: