

SUBJECT: GCSE business – year 11

LONG TERM PLAN	Number of lessons	Acquired knowledge – build in opportunities to revisit & sequence carefully	Acquired Skills – embed, revisit and build in checks to ensure they have acquired them	AP Assessment – What have they learnt and remembered?	Extra- curricular links: School values CEIAG Trips Links to local context Working across subjects
Year 11 – term 1	5 lessons per fortnight	<p>GCSE business continues through year 10 into year 11 where students have selected GCSE business as an option.</p> <p>Students will be taught how and why, but also have the opportunity to see how the topic relates to an exam question, in preparation external GCSE Exams at the end of year 11</p>	<p><b><u>Unit 5 – Marketing</u></b></p> <p>5.1 Identifying/understanding customers</p> <p>5.2 Segmentation</p> <p>5.3 Purpose/methods of market research</p> <p>5.4 Elements of the marketing mix</p> <p>5.5 Using the marketing mix product and pricing</p> <p>5.6: Promotion and distribution</p> <p><b><u>Unit 6 – Finance</u></b></p> <p>6.1 Sources of finance</p> <p>6.2 Cash flow</p> <p>6.3 Financial terms and calculations</p> <p>6.4 Analysing the financial performance of a business</p>	<p>Students will be assessed at the end of each the course with an external exam.</p> <p>Students will also have opportunity to complete any unfinished coursework.</p>	<p>There will be a consistent approach to teaching this aspect across the school to prevent any confusion for students, staff have been provided with CPD training to promote this and also a handbook to assist and prevent any confusion for students.</p>