

Curriculum Overview: Year 11 Business

Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topic BUS Y11 RO64: Attracting and retaining customers BUS Y11 RO66: Pitching a proposal	Topic BUS Y11 RO64: Factors to consider when starting up a business BUS Y11RO64: Functional activities needed to support a business start-up BUS Y11 RO66: Pitching a proposal	Topic BUS Y11 RO66: Pitching a proposal	Topic BUS Y11 RO66: Reviewing a Pitch BUS Y11 RO64: Revision	Topic BUS Y11 RO64: Revision	Topic BUS Y11 RO64: Revision
Links to prior learning Y10 Sum2: Brand Identity and Promotional Plan and Product Development Y10 RO64	Links to prior learning Y10 RO64 Pitching a Business Proposal	Links to prior learning Pitching a Business Proposal	Links to prior learning Y10/11 RO64 Pitching a Business Proposal	Links to prior learning Y10/11 RO64	Links to prior learning Y10/11 RO64
Stretch and Challenge Enquiry Brand Strategy	Stretch and Challenge Enquiry External Factors on Pitching a Business Proposal	Stretch and Challenge Enquiry Potential Q and A When Pitching a Business Proposal	Stretch and Challenge Enquiry Analysis of a Business Scenario	Stretch and Challenge Enquiry Evaluation of Business Ideas	Stretch and Challenge Enquiry Evaluation of Business Ideas
Equipment Needed Pencil, ruler, rubber, sharpener, Ball point pen. Having internet access as well as a mobile phone, laptop or computer at home is beneficial, although not essential.		Wider Reading Cambridge National Level ½ Enterprise and Marketing: Bayley and Oliver My Revision Notes Cambridge National Level ½ Enterprise and Marketing: Bayley and Oliver		Family activities Read the news and look at business examples in everyday life. Ask your child to discuss or show you some of the pieces of work they have created. Encourage your child to develop a growth mind-set and accept mistakes as part of the learning process.	