

Year 11 Business Studies Curriculum Outline

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Year 11 Business GCSE	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
	Identifying Customer Needs Segmentation	Market Research Marketing Mix	Sources of Finance Cash Flow	Financial Terms and Calculations Analysing Financial Performance	Revision and External Assessment	

Year 11 Cambridge National Enterprise	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
	Branding Task 1	Promotional Techniques and investigating Promotional Campaigns Task 2	Planning a Professional Pitch Task 3 + 4	Review and reflect on pitching skills Task 5	Exam Prep	