

## 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  <b>Task 1</b>	Promotional Techniques and investigating Promotional Campaigns  <b>Task 2</b>	Planning a Professional Pitch  <b>Task 3 + 4</b>	Review and reflect on pitching skills  <b>Task 5</b>	Exam Prep	