

Curriculum Overview: Year 11 Business

Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topic BUS Y11 RO69: Creating a promotional campaign for a brand and product. BUS Y11 RO67: Promotion	Topic BUS Y11 RO69: Planning and pitching a proposal	Topic BUS Y11 RO69: Reviewing a Pitch	Topic BUS Y11 RO67: Revision	Topic BUS Y11 RO67: Revision	Topic BUS Y11 RO67: Revision
Links to prior learning Y10 Sum2: Brand Identity and Promotional Plan and Product Development Y10 RO67	Links to prior learning Y10 RO67 Pitching a Business Proposal	Links to prior learning Pitching a Business Proposal	Links to prior learning Y10/11 RO67 Pitching a Business Proposal	Links to prior learning Y10/11 RO67	Links to prior learning Y10/11 RO67
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	Wider Reading		Family activities		
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.	Cambridge Level 1/Level 2 Cambridge National in Enterprise & Marketing (J837): Second Edition. Bayley. My Revision Notes Cambridge National Level ½ Enterprise and Marketing: Second edition. Bayley and Oliver		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.		