Year 11

Half Term	What do students learn?	Justification Why is this knowledge taught here? How does this build on prior learning within the year and across years?	Skills Developed? How do these build with time and across years?	Threshold Concepts	Reading, vocabulary and oracy Digital Literacy	Assessment	Curriculum Knowledge and Catholic Social Teaching
1	**3.5 Marketing** 5.1 Identifying and understanding customers 5.2 Segmentation 5.3 The purpose and methods of market research 5.4 The elements of the marketing mix : price, product, promotion and place	This is important because students are working through the functional areas and they are developing knowledge of how marketing fits in the structure/organisation of businesses.	AO1: Demonstrate knowledge and understandingAO 2: Apply knowledge and understanding to a variety of contexts. AO3: Analyse and evaluate and draw conclusions.	Types of segments Demographic Market share/market growth Sales volume/value	Course Companion for reference Google classroom materials Knowledge mats Key term lists Classroom displays Do Now activities Case Studies	MCQ Calculation questions 6 Mark Exam Question 9 mark Exam Questions 12 Mark Exam Question Low Stakes Testing	The common good: Understanding customers The option for the poor: Consider what the customers would wants and needs.
2	**3.5 Marketing** 5.4 The elements of the marketing mix : price, product, promotion and place	Following the suggested scheme of work and guidance of the exam board	AO1: Demonstrate knowledge and understandingAO 2: Apply knowledge and	The elements of the marketing mix : price, product, promotion and place	Course Companion for reference Google classroom materials Knowledge mats	MCQ Calculation questions 6 Mark Exam Question	The option for the poor: Consider what the customers would wants and needs.

	Finance 6.1 Sources of Finance		understanding to a variety of contexts. AO3: Analyse and evaluate and draw conclusions.	Sources of Finance	Key term lists Classroom displays Do Now activities Case Studies	9 mark Exam Questions 12 Mark Exam Question Full GCSE Papers PPE Paper 1(90 marks) PPE Paper 2 (90 marks)	
3	**3.6 Finance** 6.2 Cash flow 6.3 Financial terms and calculations 6.4 Analysing the financial performance of a business	Following the suggested scheme of work and guidance of the exam board Finance can often be the most challenging topic for students so is left to the end	AO1: Demonstrate knowledge and understandingAO 2: Apply knowledge and understanding to a variety of contexts. AO3: Analyse and evaluate and draw conclusions.	Calculation Calculations in a business context, including: percentages and percentage changes averages revenue, costs and profit gross profit margin and net profit margin ratios average rate of return cash flow forecasts, including total costs,	Course Companion for reference Google classroom materials Knowledge mats Key term lists Classroom displays Do Now activities Case Studies	MCQ Calculation questions 6 Mark Exam Question 9 mark Exam Questions 12 Mark Exam Question PPE Paper 2 Full GCSE Paper	Option of the poor: Wants and needs of customers What businesses can do with their finances Tycoon enterprise - students are able to give any funds raised from finances to give to the poor.

4	Revision	All specification content	AO1: Demonstrate knowledge and understandingAO 2: Apply knowledge and understanding to a variety of contexts. AO3: Analyse and evaluate and draw conclusions.	All specification content	Course Companion for reference Google classroom materials Knowledge mats Key term lists Classroom displays Do Now activities Case Studies	MCQ Calculation questions 6 Mark Exam Question 9 mark Exam Questions 12 Mark Exam Question	