

Yearly overview

Subject: Year 11 Business

<b>Term 1</b>	<b>Term 2</b>	<b>Term 3</b>	<b>Term 4</b>	<b>Term 5</b>	<b>Term 6</b>
<p><b>Prior knowledge:</b> Previously students have explored the theory of Enterprise in Year 10 and in Component 2 where they planned an enterprise activity.</p>	<p><b>Prior knowledge:</b> Previously students have explored market research in Year 10 and applied it to the enterprise activity</p>	<p><b>Prior knowledge:</b> Previously students have explored the impact of external and internal factors on a business and in evaluating the success of the enterprise activity in Year 10.</p>	<p><b>Prior knowledge:</b> In Term 3 students have learned about internal and external factors and their impact on a business.</p>	<p><b>Prior knowledge:</b> In this term students will be reviewing their coursework completed over the previous 4 terms.</p>	<p><b>Prior knowledge:</b> N/A</p>
<b>Term 1 knowledge</b>	<b>Term 2 knowledge</b>	<b>Term 3 knowledge</b>	<b>Term 4 knowledge</b>	<b>Term 5 knowledge</b>	<b>Term 6 knowledge</b>
<p>This term: Students will re-visit what an enterprise is, types and characteristics of SMEs and their purpose. They will look at the reasons for starting an enterprise and the skills and mind-set of an entrepreneur. The coursework will be</p>	<p>This term: Students will re-visit market research and research the market research used by entrepreneurs in two real business enterprises for the coursework.</p>	<p>This term: Students will be investigating the internal and external factors that impact on businesses. They will research two real business enterprises and assess the impact of internal and external factors for the coursework. Students will be</p>	<p>This term: Students will be revising component 3, Promotion and Business Finance to the re-sit external assessment.</p>	<p>This term: Students will be revising component 3, Promotion and Business Finance to the re-sit external assessment.</p>	<p>This term: N/A</p>

<p>based on a comparison of two real enterprises.</p>		<p>learning how to use analytical tools, SWOT and PEST to evaluating the impact of factors on an enterprise. They will research real business enterprises and apply SWOT and PEST to evaluate the impact of factors for the coursework. Academy values of Belonging and Purpose can be delivered here with students investigating local businesses.</p>			
<p><b>Future knowledge:</b> The knowledge in Term 1 links into the coursework and is further developed into Terms 2, 3 and 4.</p>	<p><b>Future knowledge:</b> The knowledge in Term 2 links into the coursework and is further developed into Terms 3 and 4.</p>	<p><b>Future knowledge:</b> The knowledge in Term 3 links into the coursework and is further developed into Term 4.</p>	<p><b>Future knowledge:</b> The knowledge in Term 4 links into Term 5 for the external assessment.</p>	<p><b>Future knowledge:</b> This course lays the foundation for further study at A level, vocational qualifications, an apprenticeship or work.</p>	<p><b>Future knowledge:</b> N/A</p>