	Year 11 Business – AQA – Curriculum Sequence					
	Autumn Term 1	**Autumn Term 2**	**Spring Term 1**	**Spring Term 2**	**Summer Term 1**	**Summer Term 2**
BIG Q **Content** ***(max 5)*** **Please log into Seneca to support your child to understand this learning.**	***How do growing businesses use financial statements and ratios to judge success?*** • Sources of finance for growing businesses • Cash flow forecasts: calculation and interpretation • Income statements and statements of financial position: purpose/ content • Profitability analysis: gross profit margin and net profit margin • Financial calculations: revenue, break-even, costs, ARR, profit/loss, • Using financial data to assess performance and inform business decisions	***How does a growing business make smarter decisions about product, price, promotion & place?*** • Product: the product life cycle and the role of the extension strategy • Price: pricing strategies including penetration, skimming and competitive pricing • Promotion: above/below-the-line promotion, digital marketing • Place: choosing distribution channels for a growing business • Using market research data to evaluate	***How do exam-ready businesses manage stock, suppliers and quality at scale?*** • Revisiting and applying production methods, stock control and Just-In-Time • Procurement: choosing and managing suppliers effectively • Managing quality across a growing business • Exam technique: 6 and 9 mark extended-response questions on Operations	***How do exam-ready businesses recruit, train and motivate the right people?*** • Revisiting organisational structures and effective recruitment • Training and development: induction, on-the-job and off-the-job • Motivating employees: financial and non-financial methods • Exam technique: applying HR theory to unfamiliar business case studies	***How ready are we to apply everything from Theme 1 under exam conditions?*** • Full recap of Theme 1: enterprise, ownership, finance for start-ups and the marketing mix • Recap of break-even, cash flow and business planning • Interleaved practice mixing Theme 1 and Theme 2 content in mock exam papers • Whole-class and 1:1 feedback on Paper 1 and Paper 2 mock results	***How do we convert revision into exam results in the final weeks before GCSE Business?*** • Full past-paper practice under timed exam conditions across both papers • Targeted revision sessions on common areas of underperformance • Walking-talking mocks and live modelling of high-level answers • Use of revision guides, knowledge organisers and self-quizzing apps
Vocabulary ***(max 10)***	1. Trade credit 2. Mortgage 3. Asset 4. Income statement 5. Statement of financial position 6. Revenue 7. Cost 8. Gross profit margin 9. Net profit margin 10. Cash flow	1. Product life cycle, 2. Extension strategy 3. Price skimming, 4. Penetration pricing 5. Above-the-line 6. Below-the-line 7. Distribution channel 8. Branding 9. Digital marketing 10. Marketing mix	1. Just-In-Time, 2. Just-In-Case, 3. Procurement, 4. Supply chain, 5. Lean production, 6. Quality control, 7. Buffer stock, 8. Stock control chart, 9. Productivity, 10. Capacity utilisation	1. Organisational structure 2. Span of control 3. Chain of command 4. Recruitment 5. Induction training 6. Off-the-job training 7. Motivation 8. Fringe benefit 9. Job rotation 10. Appraisal	Command word Case study Calculate Evaluate Justify Mark scheme Extended response AO1/AO2/AO3	Revision timetable, Knowledge organiser, Self-quizzing, Exam technique, Mock exam, Walking-talking mock, Command word, Time allocation
Catholic Link	Stewardship and honesty	Truth in advertising	Justice in the supply chain	Dignity of the person at work	Personal growth reflection	Prayer/support
Careers Link	Links to accountancy, financial analysis and auditing careers	Links to marketing, branding, advertising and digital media careers.	Links to logistics, supply chain management and operations management	Links to HR management, recruitment and training and development careers.	Revision and reflection on careers explored across the GCSE course	Information on post-16 Business courses /apprenticeship.

Ways to enrich the year 11 Business curriculum at home

- Look at a real company's annual report online and find its profit margin.
- Track a product through its life cycle, e.g. a phone model, and discuss extension strategies.
- Analyse two adverts (TV/social media) and decide which marketing mix elements they use.