

Business Studies- The Final push- Year 11 Precision Planning

Week starting	Topic(S) to cover	Lessons	Homework/revision topics set	Period 6 Intervention/Theme	Weekend masterclass/Intervention information-timings
4th March Week A	R069 Task 5 & Improvements	L1 – Task 5 – Pitch Evaluation L2 – Task 5 – Business Proposal Evaluation L3 – Task 5 – Business Proposal Evaluation	R069 Coursework Catch-Up	R069 Coursework Catch-Up	R069 Coursework Catch-Up
11th March Week B	R067 Topic Area 1: Characteristics, risk and reward for enterprise	L1 – Characteristics of successful entrepreneurs L2 – Rewards for risk taking L3 – Drawbacks for risk taking	R069 Coursework Catch-Up	R069 Coursework Catch-Up	R069 Coursework Catch-Up
18th March-A (Art photog exams)	R067 Topic Area 2: Market research to target a specific customer	L1 –The purpose of market research L2 – Primary & secondary research L3 – Market Segmentation & Benefits	R069 Coursework Catch-Up	R069 Coursework Catch-Up	R069 Coursework Catch-Up
25th March-B (closed Friday) Week B (Art Photog exams)	R067 Topic Area 3: What makes a product financially viable	L1 – Fixed & Variable costs L2 – Revenue, Profit & cash L3 – Break-even Analysis	R069 Coursework Catch-Up	R069 Coursework Catch-Up	R069 Coursework Catch-Up
Easter School Interventions					
15th April Week A	R067 Topic Area 4: Creating a marketing mix to support a product	L1 – Marketing Mix L2 – Advertising (digital & non-digital) L3 – Sales Promotion Techniques	R069 Coursework Catch-Up	R069 Coursework Catch-Up	R069 Coursework Catch-Up
22nd April Week B	R067 Topic Area 4: Creating a marketing mix to support a product	L1 – Public Relations & Modes of sales L2 – Product Lifecycle & Extension Strategies L3 – Pricing Strategies & Factors to consider	R069 Coursework Catch-Up	R069 Coursework Catch-Up	R069 Coursework Catch-Up
29th April Week A	R067 Topic Area 5: Factors to consider when starting up and running an enterprise: Factors to consider when starting up and running an enterprise	L1 –Type of Ownership L2 – Sources of Captial & Support for Enterprise L3 – General R067 Re-cap	R069 Coursework Catch-Up	R069 Coursework Catch-Up	R069 Coursework Catch-Up
6th May (Bank Holiday Monday) Week B	R067 Topic Area 1-5	L1 – Bank Holiday L2 – Mock walk and talk L3 – Mock walk and talk	R069 Coursework Catch-Up	R069 Coursework Catch-Up	R069 Coursework Catch-Up