

## Curriculum Overview – Y11 GCSE Business Unit 3

Unit 3								
Week	1	2	3	4	5	6	7	8
Date wb	23.01.23	30.01.23	6.02.23	20.02.23	27.02.23	6.03.23	13.03.23	20.03.23
Key Dates					Y11 Mock Exams			
Big Ideas (key concepts)	Marketing Mix		Financial Statements		Y11 Mock Exams		Assessing Financial Performance	
Lesson Topics Sequence	1. Pricing strategies cont.  2. Promotional methods  3. Promotional methods cont.	4. Integrating the marketing mix  5. Unit 5 assessment  6. Introduction to Unit 6 and key financial terms	7. Sources of finance  8. The importance of cash flow  9. Cash flow forecast	10. Cash flow forecasts cont.  11. The difference between cash flow and profit  12. Understanding financial statements	Mock Exams  Uninterrupted lessons will focus on revision	Mock Exams  Uninterrupted lessons will focus on revision	13. Mock exam feedback  14. Financial statements cont.  15. Interpreting financial data	16. Assessing financial performance  17. Continued practice of assessing financial information  18. Financial questions assessment
Key Assessments		Unit 5 Assessment			Y11 Mock Exams			
Home Learning	Exam question practice	Exam question practice	Exam question practice	Exam question practice	N/A	N/A	Financial question practice	Financial question practice