



Year 11 Business Curriculum Map

Half Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Big Themes	Learning Outcome 6: Understand different functional activities needed to support a business start-up	R064 Revision	R064 Exam	Pitching a Business Idea		
Knowledge and skills covered	6.1 The purpose of each of the main functional activities that may be needed in a new business 6.2 The main activities of each functional area CW Task 6: Develop a brand identity and promotional plan to target your customer profile (Part 1 – Develop a brand for your product)	Learning Outcomes 1-6	CW: Task 6: Develop a brand identity and promotional plan to target your customer profile (Part 1 – Develop a promotional plan for your product) CW Task 7: Develop a pitch for your proposal	CW Task 8: Pitch your business proposal to an audience Task 9: Develop a proposal for a business challenge		

Knowledge organisers and more detailed topic resources can be found on all student Google Classrooms