| **Year 11 Term 1-2 Business** | Our mission is to stimulate and challenge our students to excel and provide a desire for lifelong learning and pursue careers in the world of Business, Computing, and ICT. | | | | | |
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| **Enquiry Questions: Are communication or presentation skills more important for business pitches?** | | | | | | |
| **Component 2: Planning and Presenting a Micro-Enterprise Idea**  In this unit, you will develop critical thinking skills as you review and reflect on the success of the production and delivery of your presentation, making recommendations for improvements. In term 1 & 2, you will be given a pearson-set assignment, marked by the centre and moderated by Pearson. In the build up to the assessment, you will have revision and assessment skills lessons. | | | | | | |
| **Knowledge**  Students will know about… | **Application/Skills**  Students will be able to… | **Vocabulary** | **Home Learning** | **Assessment** | **Extra Resources**  **Extended Reading** | **Cultural Capital** |
| 1. Revision lessons 2. Assessment skills lessons 3. Component 2 - summative assessment 4. Moderation | In response to Task 1, learners will use research methods to choose and reject ideas for a micro-enterprise and develop a business plan.  In response to Task 2, learners will present their business plan and review the production and delivery of their presentation. | * Aims and objectives * Promotion & market segmentation * Break-even analysis, cash-flow forecast, income statement * Risk assessment * Communication and presentation skills. | Knowledge- based questions  Seneca – to consolidate learning. | Mock assessment style questions.  Completing coursework: deadlines for coursework submissions as per assessment plans | BBC News  Economist  City AM newspaper  Financial Times | What makes Lord Sugar invest in particular businesses on The Apprentice? |