



Haberdashers' Abraham Darby Year 11 Business Learning Journey



← This way to A-Level/BTEC



Exam Preparation

Build a portfolio of revision material, to help remember Powerful Knowledge and commit key information to long term memory ready for the external GCSE exams.



Exam Preparation



Summer Term 2

Summer Term 1

Revision and Exam Preparation

Students will use knowledge organisers and the course companion booklet to revise the 6 units covered on the specification. They will also complete mock exam papers and questions.

Revision and Exam Technique Spring Term 2



Sources of Finance and Cash Flow

Recognise the methods used to raise finance and the appropriateness of them. Understand the importance of cash to businesses, interpret cash flow forecasts and recognise the difference between cash and profit.

Analysing Financial Performance

Calculate average rate of return, understand the importance of breakeven and the purpose and components of financial statements. Interpret data on financial statements.

Finance Spring Term 1



The Elements of the Marketing Mix: Product, Place, Promotion and Price

Understand the main features of pricing methods and the factors that influence pricing decisions. Understand the benefits and risks of developing new products and the importance of differentiation. Use models to assess business products. Identify the promotional methods used by businesses and the methods of distribution used.

Marketing Autumn Term 2

Understanding Customers and Segmentation

Understand the importance of identifying and satisfying customer needs. Understand how and why different businesses use segmentation to target customers.

The Purpose and Methods of Market Research

Understand why businesses conduct market research and the methods used. Interpret and use qualitative and quantitative findings.

Marketing Autumn Term 1

Year 10 GCSE Business

Students will embark on year 11 Business having studied 4 of the 6 GCSE units and will be ready to build on exam technique covering all aspects of the AQA specification.



Start here