



Year 11 GCSE

Y11 Skills

AO1 – Apply knowledge

AO2 – Read information and identify relevant context to back up your points.

AO3 – Use connectives to build an argument (develop answers)

AO4 – Give an opinion based on the data analysed (Evaluate decisions)

Y11 Knowledge

3.5 Marketing - Identifying and understanding customers, Segmentation, The purpose and methods of market research and the elements of the marketing mix: price, product, promotion and place (4Ps)

3.6 Finance - Sources of finance, Cash Flow, Financial terms and calculations and Analysing the financial performance of a business.