

## HT3 Year Y11 / Enterprise

Week	Lesson Coverage	Independent Learning	GCSE Pod / Revision links
<b>Week 1 – w/c 6th January</b>	RO67 – Topic 1: Characteristics, risk and reward of being an entrepreneur RO67 – Topic 2: Market Research – purpose, data types and primary research		The Role of Business Enterprise and Entrepreneurship <a href="https://members.gcsepod.com/shared/podcasts/title/12900">https://members.gcsepod.com/shared/podcasts/title/12900</a> Enterprise and Entrepreneurship <a href="https://members.gcsepod.com/shared/podcasts/title/12839">https://members.gcsepod.com/shared/podcasts/title/12839</a> Market Research <a href="https://members.gcsepod.com/shared/podcasts/title/12909">https://members.gcsepod.com/shared/podcasts/title/12909</a>
<b>Week 2 – w/c 13th January</b>	RO67 – Topic 2: Market Research – secondary research and market segmentation RO67 – Topic 3: Profit, revenue and costs RO67 – Topic 3: Break-even calculation and graph	Coursework catch up intervention. Week 2 – Thursday afterschool.	Market Segmentation <a href="https://members.gcsepod.com/shared/podcasts/title/12910">https://members.gcsepod.com/shared/podcasts/title/12910</a> Break-even <a href="https://members.gcsepod.com/shared/podcasts/title/12901">https://members.gcsepod.com/shared/podcasts/title/12901</a> Revenue, Costs, Profit and Loss <a href="https://members.gcsepod.com/shared/podcasts/title/12903">https://members.gcsepod.com/shared/podcasts/title/12903</a>
<b>Week 3 – w/c 20th January</b>	RO67 – Topic 4: Marketing Mix and Product Life Cycle RO67 – Topic 4: Promotion - Sales Promotion and PR		The Marketing Mix <a href="https://members.gcsepod.com/shared/podcasts/title/12911">https://members.gcsepod.com/shared/podcasts/title/12911</a>
<b>Week 4 – w/c 27th January</b>	RO67 – Topic 4: Promotion – advertising RO67 – Topic 4: Pricing RO67 – Topic 4: Place and distribution	Coursework catch up intervention. Week 2 – Thursday afterschool.	Making Marketing Decisions <a href="https://members.gcsepod.com/shared/podcasts/title/12837">https://members.gcsepod.com/shared/podcasts/title/12837</a>
<b>Week 5 – w/c 3rd February</b>	RO67 – Topic 5: Ownership		Business Ownership <a href="https://members.gcsepod.com/shared/podcasts/title/12897">https://members.gcsepod.com/shared/podcasts/title/12897</a>
<b>Week 6 – w/c 10th February</b>	RO67 – Topic 5: Sources of capital RO67 – Topic 5: Sources of support	Coursework catch up intervention. Week 2 – Thursday afterschool.	Sources of Finance <a href="https://members.gcsepod.com/shared/podcasts/title/12904">https://members.gcsepod.com/shared/podcasts/title/12904</a> Sources of Finance <a href="https://members.gcsepod.com/shared/podcasts/title/12880">https://members.gcsepod.com/shared/podcasts/title/12880</a>