

Academic Year 2020 – 2021

Business Department Curriculum

**Remote Learning Plan – Schemes of
Learning Overview**

Remote Learning Overview – Business 2020-2021

Year 11:

Term 1 – Pitching an Enterprise Idea

Lesson number	Core content
1. Choose 3 Options	<ul style="list-style-type: none">● Booklet, Page 1 (Options 1-3 and Description)
2. Create Questionnaire	<ul style="list-style-type: none">● Create a questionnaire that determines: Target Market, Price, Advertising Methods, Most Successful Idea
3. Factors on Selection	<ul style="list-style-type: none">● Booklet, Page 1 (Pros and Cons)
4. Questionnaire Analysis	<ul style="list-style-type: none">● Booklet, Page 2
5. Decision Matrix	<ul style="list-style-type: none">● Booklet, Page 3
6. Main Idea	<ul style="list-style-type: none">● Booklet, Page 4