



Intent: In year 10 students will study 6 Learning Objectives (R064) which introduce them to the main activities that will need to happen to support a start-up business and what the key factors are to consider when starting up a business. Students will understand how and why customer segmentation is used and how to target a customer market. They will also develop an understanding of how to attract and retain customers, the techniques to use when developing products and how to investigate what makes a product viable. They will continually build their knowledge and understanding as they learn the key concepts of Enterprise and Marketing. This knowledge will be interleaved with key information relevant to each topic, using keywords and concepts, alongside a study of knowledge which is transferable and relevant for future learning such as finance and the external influences on business strategy. Students will make links between topics studied to develop their understanding of businesses and how they are successful. A range of exam technique skills will be developed throughout each topic with repeated practice, starting with shorter 2 and 3 mark responses, building to 8 mark answers. Answers will be fully scaffolded to start with and students will be shown examples of successful responses to help them build towards writing their own structured responses. Assessments in Year 10 are completed at the end of each learning aim (6 week intervals) to allow students to develop their exam technique accurately. Each assessment is used to inform future learning in the next topic, allowing teachers to gauge which concepts will need further development through exam technique work.

Enterprise and Marketing Level 1/2 Certificate

Year 10

Unit R064: Enterprise and Marketing concepts

LO1 Understand how to target a market (Sept to Oct)	LO2 Understand what makes a product or service financially viable (Nov to Dec)	LO3 Understand product development (Jan to Feb)	LO4 Understand how to attract and retain customers (Feb to Mar)	LO5 Understand factors for consideration when starting up a business (Mar to Apr)	LO6 Understand different functional activities needed to support a business start-up (Apr to May)
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Knowledge (facts, information, concepts and key terminology)	To include: Understanding customer needs, market segmentation, primary market research, secondary market research and gaining customer feedback.	To include: Types of costs, calculating revenue, calculating profit and break-even.	To include: The product lifecycle, extension strategies, product differentiation, economic issues that affect product development, legal issues that affect product development.	To include: Pricing decisions, pricing strategies, advertising, sales promotions, the roles of customer services in attracting and retaining customers.	To include: Business ownership, sources of finance and business plans.	To include: An introduction to the functions of business, the HR function, the marketing function, the operations function and the finance function.
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Understanding (ability to connect and synthesise knowledge within a context)	Through the context of market segmentation and market research students will understand why business undertake different types of market research. They will understand the methods used by businesses to segment a market and why business need to understand the needs of their customers. Students will develop the understanding of how to interpret market research data in order to make informed business decisions.	Students will understand why businesses need to use calculations of profit and loss to measure success. They will understand how to apply their knowledge of costs to calculate a businesses total costs. Students will develop the understanding of how to calculate and interpret breakeven point in order to make informed business decisions.	In the topic of understanding product development, students will understand how product development is affected by the external factors, such as economic, legal and technological factors. They will understand how to extend the product lifecycle by applying their knowledge of extension strategies and understand how and why marketing decisions are made.	Through the context of attracting and retaining customers, students will understand why businesses adopt certain pricing strategies. They will understand the range of advertising methods and sales promotions used by business and will understand how and why marketing decisions are made. They will make links between the marketing functions of a business to understand the importance of customer service to the success of a business.	Students will understand that there are various forms of business ownership. They will be able to apply the knowledge learnt to advise business owners on how to set up the business and the benefits and drawbacks of each form of ownership. Students will understand how to apply their knowledge of sources of finance to identify appropriate sources of finance for business start-ups.	Students will understand there are a range of functional areas within a business and they will understand the roles and responsibilities of each of the key functions. Students will make links between the marketing, finance, operations and HR functions to understand the importance of collaborative working to the success of a business.
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Skills (successful application of knowledge and understanding to a specific task)	Students will be able to; <ul style="list-style-type: none"> Identify, State, Explain Apply knowledge and understanding of business concepts and issues to a variety of contexts Calculate Analyse, Discuss and evaluate business information and issues to demonstrate understanding of business activity, make judgements, draw conclusions and make recommendations 					
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Formal Assessments (those done by all/vast majority of the cohort)	<ul style="list-style-type: none"> Written assessment at end of LO1 topic consisting of questions from previous OCR E&M examinations. To be marked out of 40. L1P to L2D* grading given. Mock Assessment completed in 05 based upon a full past OCR E&M examination paper. R064 external examination takes place in May of Year contributing towards 50% of the students' final grade. 					
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By the end of the year students on course for at least a Level 2 Pass (4/5) will be able to:						
<ul style="list-style-type: none"> Recall, select and apply sound knowledge and understanding of enterprise and marketing Present information clearly and with some accuracy, using a range of terminology Apply mostly relevant knowledge, understanding and skills in a range of situations to plan and carry out investigations and tasks, reviewing their solutions, and working safely 			<ul style="list-style-type: none"> Review evidence available, analysing and evaluating some information clearly and making some basic adaptations to their methods Make judgements and draw appropriate conclusions Create material which reflects effective planning, development and evaluation and an ability to demonstrate sound practical skills. 			