

	<p><b>Intent:</b> In year 10 students will study 3 Topic Areas from the R067 Unit: Enterprise and Marketing Concepts, along with completing the NEA unit R068 Unit: Design a Business Proposal. The theory covered in R067 introduces students 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 to NEA element of the course. 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 R067 learning aim 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. Unit R068 will provide students with the skills and knowledge to design a product proposal to meet a business challenge scenario. Students will be able to identify a customer profile for their own product design, develop market research tools and use these to complete market research for their product. Students will use their research outcomes to generate product design ideas, assess their strengths and weaknesses and work collaboratively with peers to gain feedback to inform final design decisions. Students will complete financial calculations to select a pricing strategy and determine whether their proposal is viable.</p>							
<p><b>Enterprise and Marketing Level 1/2 Certificate</b></p>								
<p><b>Year 10</b></p>	<p><b>R067 Unit: Enterprise and Marketing Concepts</b></p>				<p><b>R068 Unit: Design a Business Proposal</b></p>			
	<p>TA1: Entrepreneurial characteristics; risk and reward <b>(Sept to Dec)</b></p>	<p>TA2: Market research; to target a specific customer <b>(Sept to Dec)</b></p>	<p>TA3: What makes a product financially viable <b>(Jan to March)</b></p>	<p>TA4: Creating a marketing mix to support a product <b>(March to May)</b></p>	<p>TA1: Market Research <b>(Sept to Dec)</b></p>	<p>TA2: How to identify a customer profile <b>(Sept to Dec)</b></p>	<p>TA3: Develop a product proposal <b>(Jan to April)</b></p>	<p>TA4: Review whether a business proposal is viable <b>(Jan to April)</b></p>
<p><b>Knowledge</b> (facts, information, concepts and key terminology)</p>	<p>To include: Characteristics of successful entrepreneurs, potential rewards for risk taking and potential drawbacks for risk taking</p>	<p>To include: Understanding customer needs, market segmentation, primary market research, secondary market research and the purpose and benefits of market research.</p>	<p>To include: Types of costs (fixed and variable), calculating revenue, calculating profit, break-even and the importance of cash.</p>	<p>To include: The marketing mix (price, place, product and promotion), Types of advertising and sales promotion techniques, public relations and the product lifecycle.</p>	<p>Students will be able to carry out both primary and secondary market research and will understand how to use appropriate market research tools and sampling methods for a business challenge. Students will understand how to review and analyse the results of their market research.</p>	<p>Students will understand how to identify potential customers and build a customer profile. They will understand the benefits of using market segmentation and will be able to apply market segmentation for a business challenge.</p>	<p>Students will understand how to produce product designs for a business challenge, using a range of creative techniques (e.g. mind map, mood board, SCAMPER model, deliberate creativity). Students will be able to review their product designs, before finalising the designs to meet the needs of the customer profile.</p>	<p>Students will understand how to Calculate the costs involved in a business challenge and will be able to select an appropriate pricing strategy. They will review the likely success of a business challenge and will understand the challenges when launching a new product.</p>
<p><b>Understanding</b> (ability to connect and synthesise knowledge within a context)</p>	<p>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.</p>	<p>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.</p>	<p>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.</p>	<p>Students will learn the importance of the product lifecycle and how to extend the product lifecycle. Through the context of attracting and retaining customers. They will understand the range of advertising methods and sales promotions used by business and will understand how and why marketing decisions are made.</p>				

<p><b>Skills</b> (successful application of knowledge and understanding to a specific task)</p>	<p>Students will be able to;</p> <ul style="list-style-type: none"> <li>• Identify, State, Explain</li> <li>• Apply knowledge and understanding of business concepts and issues to a variety of contexts</li> <li>• Calculate</li> <li>• Analyse, Discuss and evaluate business information and issues to demonstrate understanding of business activity, make judgements, draw conclusions and make recommendations</li> </ul>	<p>On completion of this unit, students will have gained some of the essential skills and knowledge required when considering starting a business, but also the transferable skills of self-assessment, providing and receiving feedback, research and evaluation. The skills and knowledge developed by completing this unit will also be transferable to further learning in related areas and will be required by students when completing Unit R068 Market and pitch a business proposal.</p>		
<p><b>Formal Assessments</b> (those done by all/vast majority of the cohort)</p>	<ul style="list-style-type: none"> <li>• Written assessment at end of each topic area consisting of questions from previous OCR E&amp;M examinations. To be marked out of 40. L1P to L2D* grading given.</li> <li>• Mock Assessment completed in 05 based upon past OCR E&amp;M examination papers.</li> <li>• <b>R067 external examination takes place in May of Year 11 contributing towards 40% of the students' final grade.</b></li> </ul>	<p>This controlled assessment unit will be based around a business challenge that will be set by OCR as part of an OCR-set assignment. Learners must use the OCR-set assignment to provide the required evidence for completion of this unit. This unit is based on content taught in Year 10 (unit R067). Students must work independently to produce evidence without teacher guidance. The controlled assessment is completed over a period of 30 learning hours for unit R068. The teacher grades awarded for each unit will be externally moderated by OCR. <b>This controlled assessment unit accounts for 30% of the students' final grade.</b></p>		
<p>By the end of the year students on course for at least a Level 2 Pass (4/5) will be able to:</p>				
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