

## Assessment Map 2021/22



Department: **Business**

EPS	Year 7	Year 8	Year 9	Year 10	Year 11
2				<p><b><u>Focus:</u></b> R065; Design a business proposal</p> <p><b><u>Structure:</u></b> LO1/2 – be able to identify customer profile for a business challenge and complete market research to aid decisions relating to a business challenge</p> <p><b><u>Knowledge and skills assessed:</u></b></p> <ul style="list-style-type: none"> <li>• Market segmentation</li> <li>• Market research</li> <li>• Sampling</li> <li>• Analysis of results</li> </ul> <p><b><u>Focus:</u></b> R064; Design a business proposal</p> <p><b><u>Structure:</u></b></p>	<p><b><u>Focus:</u></b> R064; Enterprise and marketing concepts</p> <p><b><u>Structure:</u></b> 90 minute – External exam Part A - comprising of 16 multiple choice questions (MCQs) • Part B – comprising of short answer questions and three extended response questions.</p> <p><b><u>Knowledge and skills assessed:</u></b></p> <ul style="list-style-type: none"> <li>• Ownership,</li> <li>• Market segmentation,</li> <li>• Finance,</li> <li>• Market research,</li> <li>• Product differentiation</li> </ul>

				<p>Lo3/4 – develop a business proposal for a business challenge and review if the business proposal is viable</p> <p><b><u>Knowledge and skills assessed:</u></b></p> <ul style="list-style-type: none"> <li>• Product designs</li> <li>• Review product designs</li> <li>• Costs</li> <li>• Pricing strategies</li> <li>• Likely success</li> <li>• Risk</li> <li>• Viability</li> </ul>	<ul style="list-style-type: none"> <li>• Attract and retain customers</li> <li>• Factors for a start up</li> <li>• Functional activities</li> </ul>
4				<p><b><u>Focus:</u></b></p> <p>R064; Enterprise and marketing concepts</p> <p><b><u>Structure:</u></b></p> <p>90 minute</p>	<p><b><u>Focus:</u></b></p> <p>R066; Market and pitch a business proposal</p> <p><b><u>Structure:</u></b></p> <p>LO3/4</p> <p><b><u>Knowledge and skills assessed:</u></b></p> <ul style="list-style-type: none"> <li>• Planning</li> </ul>

				<p>Part A - comprising of 16 multiple choice questions (MCQs)  Part B – comprising of short answer questions and three extended response questions.</p> <p><b><u>Knowledge and skills assessed:</u></b></p> <ul style="list-style-type: none"> <li>• Ownership,</li> <li>• Market segmentation,</li> <li>• Finance,</li> <li>• Market research,</li> <li>• Product differentiation</li> <li>• Attract and retain customers</li> <li>• Factors for a start up</li> <li>• Functional activities</li> </ul>	<ul style="list-style-type: none"> <li>• Pitch to an audience</li> <li>• Analyse and evaluate the evidence available</li> <li>• Reviewing and adapting their methods where appropriate</li> <li>• Make reasoned judgements and substantiated conclusions</li> </ul>
<b>6</b>				<p><b><u>Focus:</u></b>  R066; Market and pitch a business proposal</p> <p><b><u>Structure:</u></b>  Lo1/2 – develop a brand identity and promotional plan</p>	

				<p><b><u>Knowledge and skills assessed:</u></b></p> <ul style="list-style-type: none"><li>• Brand identity</li><li>• Branding methods/techniques</li><li>• Customer profile</li><li>• Promotional objectives</li><li>• Methods of promotion</li><li>• create material which reflects thoughtful planning,</li></ul>	
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Curriculum on a page

Business	Autumn Term	Spring term	Summer term	Assessment of learning	Enrichment opportunities / wider reading
Year 10	<p><b>R065 Coursework</b> - Design a business proposal</p> <p>R064 topics covered in R065 LO1 LO4</p>	<p><b>R065 Coursework</b></p> <p>R064 topics covered in R065 LO2 LO4</p>	<p><b>R064 Exam content</b> - Enterprise and marketing concepts</p> <p>New topics LO3 LO5 LO6</p>	<p>Enterprise assessment - multiple choice questions and short answer questions</p> <p><b>Unit R064:</b> Enterprise and marketing concepts which is worth 50% of your grade and is assessed via an external exam.</p> <p>This question paper has two parts:</p> <ul style="list-style-type: none"> <li>• Part A - comprising of 16 multiple choice questions (MCQs)</li> <li>• Part B - comprising of short answer questions and three extended response questions.</li> </ul> <p><b>Unit R065:</b> Design a business proposal which is worth 25% of your grade and is assessed by a piece of coursework</p>	<p>Local entrepreneurs share knowledge for topics - Helen Davies - Easypets/EasyTots Andrew Hibbert - Isupply/Real5network Jmaie Boyd - Today Team/Princes Trust Nicola Gordon - Fashion Designer</p> <p><i>Text book - Cambridge National Level 1/2 Enterprise and Marketing (Cambridge National 1/2)</i></p> <p><i>Tutor2u, GCSE Bitesize</i></p> <p>My Revision Notes: Cambridge National Level 1/2 Enterprise and Marketing</p>

Curriculum on a page

<p><b>Year 11</b></p>	<p><b>R066 Coursework</b> Market and pitch a business proposal; branding and pitching the hat design</p> <p>Homework - revision <b>R064 Exam content -</b> Enterprise and marketing concepts</p>	<p><b>R066 Coursework</b> Market and pitch a business proposal; branding and pitching the hat design</p> <p>Homework - revision <b>R064 Exam content -</b> Enterprise and marketing concepts</p>	<p><b>R064 Exam content -</b> Enterprise and marketing concepts</p> <p>Revise all LO's</p>	<p><b>Unit R066:</b> Market and pitch a business proposal which is worth 25% of your grade and is assessed by a piece of coursework</p> <p><a href="https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/">https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/</a></p>	<p>Local entrepreneurs share knowledge for topics - Helen Davies - Easypets/EasyTots Andrew Hibbert - Isupply/Real5network Jmaie Boyd - Today Team/Princes Trust Nicola Gordon - Fashion Designer</p> <p>Business trip to London</p> <p><i>Text book - Cambridge National Level 1/2 Enterprise and Marketing (Cambridge National 1/2)</i></p> <p><i>Tutor2u, GCSE Bitesize</i></p> <p>My Revision Notes: Cambridge National Level 1/2 Enterprise and Marketing</p>
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