

Business	Autumn Term	Spring term	Summer term	Assessment of learning	Enrichment opportunities / wider reading
Year 10	<p><b>R067 topics covered in R068</b> TA1 - Entrepreneurs, risk and rewards</p> <p><b>R068 Coursework</b> - Design a business proposal</p>	<p><b>R068 Coursework</b> Design a business proposal</p> <p><b>R067 topics covered in R068</b> TA2 TA3</p>	<p><b>R067 Exam content</b> - Enterprise and marketing concepts</p> <p>New topics TA4 TA5 TA6</p>	<p>Enterprise assessment - multiple choice questions and short answer questions</p> <p><b>Unit R067:</b> Enterprise and marketing concepts which is worth 40% of your grade and is assessed via an external exam. This question paper has two parts:</p> <ul style="list-style-type: none"> <li>• Part A - comprising of 10 multiple choice questions (MCQs)</li> <li>• Part B - comprising of short answer questions and three extended response questions.</li> </ul> <p><b>Unit R068:</b> Design a business proposal which is worth 30% of your grade and is assessed by a piece of coursework with 5 tasks.</p>	<p>Local entrepreneurs share knowledge for topics - Helen Davies - Easypets/EasyTots Andrew Hibbert - Isupply/Real5network Jamie 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>R069 Coursework</b> Market and pitch a business proposal; branding and pitching the hat design</p> <p>Homework - revision <b>R067 Exam content -</b> Enterprise and marketing concepts</p>	<p><b>R069 Coursework</b> Market and pitch a business proposal; branding and pitching the hat design</p> <p>Homework - revision <b>R067 Exam content -</b> Enterprise and marketing concepts</p>	<p><b>R067 Exam content -</b> Enterprise and marketing concepts</p> <p>Revise all TA's</p>	<p><b>Unit R069:</b> Market and pitch a business proposal which is worth 30% 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>TAcad 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 TAndon</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>

## Assessment Map 2022/23



Department: **Business**

EPS	Year 7	Year 8	Year 9	Year 10	Year 11
2				<p><b><u>Focus</u></b> R067; Enterprise and Marketing concepts</p> <p><b><u>Structure:</u></b> TA1 – Characteristics, risk and rewards for enterprise TA2 - Market research; data; market segmentation*</p> <p><b><u>Knowledge and skills assessed:</u></b></p> <ul style="list-style-type: none"> <li>• How characteristics help an entrepreneur be successful</li> <li>• Market segmentation</li> <li>• Market research</li> <li>• Sampling</li> <li>• Analysis of results</li> </ul>	<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><b><u>Focus:</u></b> R068; Design a business proposal</p> <p><b><u>Structure:</u></b> TA1 - Market research; sampling methods; Using research tools; Review market research TA2 - Identify customer profile TA3 - Create a design mix; Review and finalise Design</p> <p><b><u>Knowledge and skills assessed:</u></b></p> <ul style="list-style-type: none"> <li>• Market research</li> <li>• Customer profile</li> <li>• Market segmentation</li> <li>• Product designs</li> </ul> <p>Review product designs</p>	<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> R067; Enterprise and Marketing concepts</p> <p><b><u>Structure:</u></b> TA3 - Cost, revenue, profit and loss; break-even; cash*</p>	<p><b><u>Focus:</u></b> R066; Market and pitch a business proposal</p> <p><b><u>Structure:</u></b> LO3/4</p> <p><b><u>Knowledge and skills assessed:</u></b></p>

				<p>Part A - comprising of 10 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>• Fixed and variable costs</li> <li>• Pricing strategies</li> <li>• Formulas and calculations for profit, loss and breakeven.</li> <li>• Sources of capital</li> </ul> <p><b><u>Focus:</u></b>  R068; Design a business proposal</p> <p><b><u>Structure:</u></b>  TA4 - Financial viability  TA5 – Risks and challenges</p> <p><b><u>Knowledge and skills assessed:</u></b></p> <ul style="list-style-type: none"> <li>• Evaluate the costs and production methods to review the viability of the new product.</li> </ul>	<ul style="list-style-type: none"> <li>• Planning</li> <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>
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6				<p><b><u>Focus:</u></b>  R067 – Enterprise and Marketing concepts  R069 – Market and Pitch a business proposal</p> <p><b><u>Structure:</u></b>  TA4 - Marketing mix; advertising medium; promotion*  TA1 - Branding; opportunities and threats</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>	