

BUSINESS-ENTERPRISING AND MARKETING

YEAR 11

AUTUMN 1

<p><u>Task 2b - Coursework 1</u> Creating and using appropriate Primary and Secondary Research to inform the design of the selected Product – Presenting and analysing the findings in relation to Customer Profile(s) from Task 2a.</p>	<p><u>Task 3 - Coursework 1</u> Generating a range of design ideas based on the customer profile and research findings from Task 1 and Task 2.</p>	<p><u>Task 4 - Coursework 1</u> Reviewing the design ideas through self-assessment and customer feedback resulting in a final design for the selected product.</p>	<p>Prior Learning Skills learnt from Year 10 Enterprise lessons for examined unit now being applied to coursework scenario.</p>
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AUTUMN 2

<p><u>Task 5 - Coursework 1</u> Identification of all the costs involved in producing the selected product. Selecting and explaining an appropriate pricing strategy. Predicting a volume of sales. Calculating the Break-Even point. Analysing the impact of changes in the price and costs. Identifying the risk involved and assessing the financial viability of the selected product.</p>	<p><u>Task 1 - Coursework 2</u> Developing a Brand Identity and a promotional plan directly related to the customer profile generated in Task 1 and Task 2 of Year 10 Tasks.</p>	<p>Prior Learning Skills learnt from Year 10 Enterprise lessons for examined unit now being applied to coursework scenario – Customer segmentation and Profiles from RO65.</p>
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SPRING 1

<p><u>Task 2 - Coursework 2</u> Prepare a pitch for the selected product – considering location, audience, content – Deliver a practice Pitch and amend/improve based on feedback.</p>	<p><u>Task 3 - Coursework 2</u> Carry out a final presentation to a professional audience lasting 5 to 10 minutes – Review your pitch and fully evaluate the strengths and improvements which could be made.</p>	<p><u>Task 4 - Coursework</u> Develop your final business proposal.</p>	<p>Prior Learning Skills learnt from Year 10 Enterprise lessons for examined unit now being applied to coursework scenario – Customer segmentation and Profiles from RO65.</p>
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SPRING 2

<p><u>Task 4 - Coursework 2</u> Develop your final business proposal – fully reviewing your pitching skills and your business proposal in terms of costs, audience, customers, and branding, pricing and likely success of your product.</p>	<p><u>Contingency time/Exam practice and revision</u> Completion of past papers and developing question answering techniques in preparation for examination.</p>	<p>Prior Learning Skills learnt from Year 10 Enterprise lessons for examined unit now being applied to coursework scenario.</p>
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SUMMER 1

<p><u>Exam practice and revision</u> Completion of past papers and developing question answering techniques in preparation for examination.</p>	<p><u>Exam</u> Second attempt at RO64 exam.</p>	<p>Prior Learning All skills and content acquired over the two year course.</p>
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CAREERS LINKS

Jobs in researching, marketing, sales & customer services.
Personal and business finance/budgeting, customer service roles.

CHARACTER LINKS

Perseverance traits are fostered (performance virtues) when students are exposed to new content and skills.
Enterprise skills, critical thinking, judgement (intellectual virtues).

KEY ASSESSMENT DATES

Continual assessment through coursework up to Easter of Year 11 then return to 'Learning Objective' tests. Second attempt at the externally assessed unit takes place in May.