



YEAR 11 OCR Enterprise and Marketing Curriculum Map September 2021

YEAR 11	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Curriculum Content	<p>R064 LO1 Examined Unit Enterprise and Marketing Concepts Below has been covered via the coursework in Year 10 so will be a recap the sections in red.</p> <p>L01- PART 1- SEGMENTATION Types of market segmentation, i.e.</p> <ul style="list-style-type: none"> • Age • Gender • Occupation • Income • Geographic • Lifestyle <p>Benefits of market segmentation (e.g. increased future sales, greater knowledge of the market, ability to target particular groups, prevent losses)</p> <p>The purpose of market research, i.e.</p> <ul style="list-style-type: none"> • To reduce risk • To understand the market • To promote the organisation • To aid decision making • To gain customers' views and understand their needs • To inform product development <p>The need for customer segmentation, i.e. customers vary because of the:</p> <ul style="list-style-type: none"> • Benefits they require • Amount of money they are able/willing to pay • Quantity of goods they require • Quality of goods they require • Time and location they wish to purchase the goods <p><u>L01 PART 2- MARKET RESEARCH</u></p> <p>Primary (field) market research methods (physical or digital) and their benefits, i.e.</p> <ul style="list-style-type: none"> • Observations • Questionnaires • Surveys • Focus groups • Consumer trials 	<p>R064 LO4 Factors to consider when pricing a product to attract and retain customers.</p> <ul style="list-style-type: none"> • Income levels of target customers • Price of competitor products • Cost of production <p>Types of pricing strategies and the appropriateness of each, i.e.</p> <ul style="list-style-type: none"> • Competitive pricing • Psychological pricing • Price skimming • Price penetration <p>Types of advertising methods used to attract and retain customers and the appropriateness of each, i.e.</p> <ul style="list-style-type: none"> • Leaflets • Social Media • Websites • Newspapers • Magazines • Radio <p>Sales promotion techniques used to attract and retain customers and the appropriateness of each, i.e.</p> <ul style="list-style-type: none"> • Discounts • Competitions • Buy one get one free (BOGOF) • Point of sale advertising • Free gifts/product trials • Loyalty schemes <p>How customer service is used to attract and retain customers, i.e.</p> <ul style="list-style-type: none"> • Product knowledge • Customer engagement (e.g. presentation, communication skills) • After sales service <p>R064 Learning Outcome 5: Understand factors for consideration when starting up a business Appropriate forms of ownership for business start-ups, i.e.</p> <ul style="list-style-type: none"> • Sole trader • Partnership, including limited liability partnerships • Franchise 	<p>REVISION FOR THE R064 JANUARY EXAMINATION</p> <p>RECOMMENCE/ COMPLETE R065</p> <p>R065 Produce product designs for a business challenge.</p> <ul style="list-style-type: none"> • Why draft product designs are produced • How to produce designs for a business challenge to meet the market need, i.e. - Relating designs to market research findings - Relating designs to the business challenge brief - <p>Identifying and using creative techniques (e.g. mind map, mood board, SCAMPER model, deliberate creativity)</p> <p>Review product designs.</p> <ul style="list-style-type: none"> • How to review designs for a business challenge, i.e. - Gaining feedback (e.g. peer assessment, external parties) - Self-assessment, i.e. reviewing own designs - Strengths and weaknesses of design proposals relating to customer profile - <p>The importance of finalising a design after feedback (e.g. modifications to product and, if appropriate, the packaging to meet the needs of the customer profile)</p> <p>R065 Calculate the costs involved in a business challenge.</p> <ul style="list-style-type: none"> • The realistic costs relating to a business challenge, i.e. - Cost per unit to make - Proposed selling price per unit - Profit per unit - Total costs - Total profit <p>Apply an appropriate pricing strategy.</p> <ul style="list-style-type: none"> • Types of different pricing strategies, i.e. - Competitive pricing - 	<p>R065 Review the likely success of a business challenge</p> <ul style="list-style-type: none"> • Pricing decision • Predicted number of sales • Predicted sales revenue • Predicted profit i.e. total revenue – total costs • Use break-even analysis in a business challenge, i.e. - Break-even point, i.e. the level of sales/output where total costs are exactly the same as total revenue - Ways of calculating the break-even point (e.g. formula calculation and/or break-even graph) - Break-even analysis <p>R065 Identify the challenges when launching a new product.</p> <ul style="list-style-type: none"> • Risks (e.g. losing money, overspending a budget, loss of investment) • Importance of customer demand for the product • Importance of copyright and patenting <p>REVISION AROUND EXAMINATION PERFORMANCE FEEDBACK</p>	<p>REVISION AROUND EXAMINATION PERFORMANCE FEEDBACK FOR R064</p> <p>REVISION FOR R064</p> <p>SUBMIT R065 MAY 15TH</p> <p>RE SIT OPPORTUNITY FOR R064.</p>	

	<p>Secondary (desk) market research sources and their benefits, i.e.</p> <ul style="list-style-type: none"> • Internal data • Books/newspapers/trade magazines • Competitors' data • Government publications and statistics • Purchased research material (e.g. Mintel) <p>R064 LO2 A range of factors that affect the viability of products or services, Below we cover in Jan- Feb Lockdown lessons so will be a recap.</p> <p>Cost of producing the product or service, i.e.</p> <ul style="list-style-type: none"> • Fixed costs i.e. costs that do not vary with output, i.e. - rent - loan repayment - insurance - advertising - salaries - utilities • Variable costs i.e. costs that do vary with output i.e. - raw materials - components - stock - packaging • Total costs i.e. fixed costs + variable costs <p>Revenue generated by sales of the product or service, i.e.</p> <ul style="list-style-type: none"> • How to calculate total revenue (Selling price x Number of sales) <p>Profit level, i.e.</p> <ul style="list-style-type: none"> • How profit per unit is calculated - i.e. Revenue (selling price) per unit - Total costs per unit • How profit is calculated for a given level of output - i.e. Sales revenue - Total costs <p>R064 Use of break-even as an aid to decision making, i.e.</p> <ul style="list-style-type: none"> • Definition of break-even - i.e. the level of output where Total revenue = Total costs • Break-even formula - i.e. Fixed costs Selling price per unit - Variable cost per unit • Break-even graphs - interpretation of a break-even graph in order to identify the break-even point • How break-even information is used <p>R064 LO3 UNDERSTAND PRODUCT DEVELOPMENT The product lifecycle, i.e.</p> <ul style="list-style-type: none"> • Development • Introduction <ul style="list-style-type: none"> • Growth • Maturity 	<ul style="list-style-type: none"> • Features of each form of ownership, i.e. <ul style="list-style-type: none"> - Owners - Basic legal requirements to start the business (e.g. business registration, HMRC) - Liability, i.e. <ul style="list-style-type: none"> o limited o unlimited - Responsibility for decision making - Distribution of profit to the owners Source(s) of capital for business start-ups, i.e. <ul style="list-style-type: none"> • own savings • friends and family • loans • crowdfunding • small business grants • business angels The importance of a business plan, i.e. <ul style="list-style-type: none"> • Why a business plan is needed, i.e. <ul style="list-style-type: none"> - to clarify a business idea to others (e.g. to secure funding) - to measure progress towards goals (e.g. timescales, sales forecasts) - to help manage cash flow - to help identify potential problems (e.g. financial shortages) • What the business plan should detail, i.e. <ul style="list-style-type: none"> - business objectives - business strategies - sales plan - marketing plan - financial forecasts <p>R064 L06 : Understand different functional activities needed to support a business start-up</p> <p>The purpose of each of the main functional activities that may be needed in a new business, i.e.</p> <ul style="list-style-type: none"> • Human Resources, i.e. <ul style="list-style-type: none"> - responsible for all aspects of managing individuals who work within a business • Marketing, i.e. <ul style="list-style-type: none"> - responsible for identifying the needs and wants of business customers and developing products/services to meet those needs • Operations, i.e. <ul style="list-style-type: none"> - organising the process that turns inputs into outputs/finished goods that can be sold to customers • Finance, i.e. 	<p>Psychological pricing - Price skimming - Price penetration</p>			
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	<ul style="list-style-type: none"> • Decline <p>Extension strategies for products in the product lifecycle and the appropriateness of each, i.e.</p> <ul style="list-style-type: none"> • Advertising • Price changes • Adding value (e.g. improving the specification of an existing product) • Exploration of new markets (e.g. new geographic market, new target markets) • New packaging <p>How to create product differentiation, i.e.</p> <ul style="list-style-type: none"> • Establishing a strong brand image for goods or services • Design mix model - i.e. the variables that contribute to successful product design - function, cost and appearance <p>Identifying a clear unique selling point (USP)</p> <ul style="list-style-type: none"> • Offering improved: - Location - Features - Functions - Design - Appearance - Selling price <p>The impact of external factors on product development, i.e.</p> <ul style="list-style-type: none"> • Technological developments (e.g. developments in technology that affect production capabilities and consumer preferences) • Economic issues (i.e. recession, boom and their effects) • Legal issues (i.e. copyright and patent, product safety standards) 	<ul style="list-style-type: none"> - managing the financial resources in a small business and reporting on financial performance <p>The main activities of each functional area, i.e.</p> <ul style="list-style-type: none"> • Human Resources, i.e. <ul style="list-style-type: none"> - Recruitment and selection of employees - Training and development of employees - Performance management of employees - Responsibility for health and safety in the workplace - Ensuring compliance with employment legislation • Marketing, i.e. <ul style="list-style-type: none"> - Market research <ul style="list-style-type: none"> o i.e. to research the market and find out customer opinions - Developing a marketing mix: Product, Price, Place, Promotion (4Ps) • Operations, i.e. <ul style="list-style-type: none"> - Production planning - Producing the product or service - Quality control - Stock control - Logistics • Finance, i.e. <ul style="list-style-type: none"> - Organisation and allocation of financial resources - Financial performance reporting - Monitoring of cash flow <p>EXAM PRACTICE/ REVISION UNTIL THE MAY EXAMINATION</p>				
<p>Prior knowledge and skills (from previous year / key stage)</p>	<p>PSHCE</p> <p>Topics delivered in Ks3 include; what is Enterprise, marketing a product, budgets and costings</p> <p>When studying R064 (examined unit) students will have produced practical examples for each of the key topics in competing the coursework units of R065/R066 - see above</p>					
<p>Core Knowledge Organiser content</p>	<p>Key word and definitions</p> <p>Modelled examples e.g. costings/breakeven</p> <p>Skills</p>					

<p>Assessment Objectives</p>	<p>R064 Learning Outcome 1: Understand how to target a market</p> <p>R064 LEARNING OUTCOME 2: Understand what makes a product or service financially viable.</p> <p>R064 Learning Outcome 3: Understand product development</p>	<p>R064 Learning Outcome 4: Understand how to attract and retain customers</p> <p>R064 Learning Outcome 5: Understand factors for consideration when starting up a business</p> <p>R064 LEARNING OUTCOME 6 : Understand different functional activities needed to support a business start-up</p>	<p>R065 Learning Outcome 3: Be able to develop a design proposal for a business challenge (12 Marks)</p> <p>R065 Learning Outcome 4: Understand what makes a product or service financially viable (PART 18 MARKS)</p>	<p>R065 Learning Outcome 4: Be able to review whether a business proposal is viable (PART 18 Marks)</p>	<p>R064 Learning Outcome 1: Understand how to target a market</p> <p>R064 LEARNING OUTCOME 2: Understand what makes a product or service financially viable.</p> <p>R064 Learning Outcome 3: Understand product development</p> <p>R064 Learning Outcome 4: Understand how to attract and retain customers</p> <p>R064 Learning Outcome 5: Understand factors for consideration when starting up a business</p> <p>R064 LEARNING OUTCOME 6 : Understand different functional activities needed to support a business start-up</p>	<p>STUDY LEAVE</p>
<p>Vocabulary / Key Subject Terminology</p>	<p>See language for learning sheet</p> <p>Themes for this half term- Segmentation, market research and consumer profile. Research, costs and revenue. Breakeven, extension strategies, differentiation, USP, costs, revenue and profit.</p>	<p>See language for learning sheet</p> <p>Themes for this half term-- External factors, sales promotion, advertising and pricing. Sole traders, partnership, franchise, limited liability and unlimited liability. Capital, loans, business angels and crowd funding. Functions, human resources, training, recruitment, selection, appraisal, operations, quality, logistics and marketing mix.</p>	<p>See language for learning sheet</p> <p>Themes for this half term- Pricing strategies, Breakeven, costs, revenue, profit and risks.</p>	<p>See language for learning sheet</p> <p>Themes for this half term- Breakeven, costs, revenue, profit and risks.</p>		
<p>Assessment 1</p>	<p>LO1-3 Individual assessments</p>	<p>LO4-6 Individual assessment</p>	<p>R065 Learning Outcome 3: Be able to develop a design proposal for a business challenge (12 Marks)</p> <p>LO3: Be able to develop a design proposal for a business challenge 20% (12 marks)</p> <p>Learners must be taught how to:</p> <p>3.1 Produce product designs for a business challenge. 6 MARKS</p> <p>3.2 Review product designs, 6 MARKS</p> <p>TOTAL 12 MARKS</p>	<p>Mop up anything from previous coursework tasks last half term.</p>		
<p>Assessment 2</p>	<p>MOCK EXAM PAST PAPER L01-3 only</p>	<p>MOCK EXAM PAST PAPERS X2</p> <p>ALL LO1-6</p>	<p>R065 Learning Outcome 4: Understand what makes a product or service financially viable (PART 18 MARKS)</p> <p>LO4 PART 1</p> <p>-Identify the fixed costs per month for Progress Ahead</p>	<p>R065 Learning Outcome 4: Understand what makes a product or service financially viable (PART 18 MARKS)</p> <p>LO4 PART 2</p> <p>-Perform break-even analysis, describing what the results show and the impact of a change in price</p>		

			<p>-Predict the number of units of your product design Progress Ahead may sell in the first month</p> <p>-Calculate the total variable costs per unit for your product design</p> <p>-Select an appropriate pricing strategy</p> <p>-Propose a selling price per unit for your product design</p> <p>-Complete calculations to work out the:</p> <p>-Predicted total costs for the first month</p> <p>-Predicted total profit for the first month if the predicted number of units were sold</p> <p>(9 MARKS)</p>	<p>-Produce an assessment of the risks involved with producing a product for the business challenge</p> <p>-Using calculations and your risk assessment, evaluate the financial viability of your business proposal.</p> <p>(9 MARKS)</p> <p>TOTAL 18 MARKS</p>		
<p>Cross Curricular Links with other Faculties</p>	<p>DT- Designing a product to match a specific customer needs.</p> <p>History- Primary and Secondary research.</p> <p>Maths- calculating revenue, profit and break even so using formula, multiply and dividing.</p>	<p>Maths- Interest calculations to support understanding of loans. Working out if certain pricing strategies and sales promotion methods can be afforded.</p> <p>Hospitality- How to ensure you provide excellent customer service.</p> <p>Travel and Tourism- The marketing mix.</p> <p>DT- Quality control</p> <p>Hospitality- Recruitment</p>	<p>Maths- calculating revenue, profit and break even so using formula, multiply and dividing.</p> <p>DT- Designing a product to match a specific customer needs.</p> <p>DT- Making mood boards.</p>	<p>Maths- calculating revenue, profit and break even so using formula, multiply and dividing.</p>		
<p>Extra-Curricular Offer</p>	<p>Wednesday nights 3-3.45pm weekly coursework drop- in sessions for catch up. Half termly 1 off sessions will be offer for stretch and challenge on a Wednesday also 3-4pm in replacement for the above.</p>					
<p>Time Allocation</p>	<p>5 Hours per fortnight</p>					