



**YEAR 10 OCR Enterprise and Marketing Curriculum Map September 2021**

YEAR 10	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Curriculum Content	<p><u>Base Line Assessment</u></p> <p><u>Launch Course- Getting to know the student Task</u></p> <p><u>UNIT R065 Design a Business Proposal</u></p> <p><b>Identify potential customers and build a customer profile. (L01 6 Marks Part 2)</b></p> <ul style="list-style-type: none"> <li>Apply market segmentation, i.e. - Age - Gender - Occupation - Income - Lifestyle</li> </ul> <p><i>Commence R064 LO1- Examined Unit Enterprise and Marketing Concepts</i></p> <p>L01: <b>Types of market segmentation</b>, i.e.</p> <ul style="list-style-type: none"> <li>Age</li> <li>Gender</li> <li>Occupation</li> <li>Income</li> <li>Geographic</li> <li>Lifestyle</li> </ul> <p>L01: <b>Benefits of market segmentation</b> (e.g. increased future sales, greater knowledge of the market, ability to target particular groups, prevent losses)</p> <p><u>UNIT R064/65 Design a Business Proposal</u></p> <p><b>The benefits of market segmentation</b>, i.e.</p> <ul style="list-style-type: none"> <li>Ensures customer needs are matched and met</li> <li>Potential for increased profits/profitability</li> <li>Increased customer retention</li> <li>Allows for targeted marketing</li> <li>Potential for an increase in market share</li> </ul> <p><b>Unit R064- L01 The need for customer segmentation</b>, i.e. customers vary because of the:</p>	<p><u>R065 LO2: PART 1</u></p> <ul style="list-style-type: none"> <li>-A description of the importance of market research, including examples of different methods.</li> <li>-An explanation of the market research tools they will use, including the advantages and disadvantages of each tool.</li> </ul> <p>LO2: PART 2 Develop your market research tools and carry out market research that will help you create a suitable product for your chosen customer profile.</p> <p><u>R064 LO2 A range of factors that affect the viability of products or services</u></p> <p><b>Cost of producing the product or service</b>, i.e.</p> <ul style="list-style-type: none"> <li>Fixed costs i.e. costs that do not vary with output, i.e. <ul style="list-style-type: none"> <li>rent</li> <li>loan repayment</li> <li>insurance</li> <li>advertising</li> <li>salaries</li> <li>utilities</li> </ul> </li> <li>Variable costs i.e. costs that do vary with output i.e. <ul style="list-style-type: none"> <li>raw materials</li> <li>components</li> <li>stock</li> <li>packaging</li> </ul> </li> <li>Total costs i.e. fixed costs + variable costs</li> </ul> <p><b>Revenue generated by sales of the product or service</b>, i.e.</p> <ul style="list-style-type: none"> <li>How to calculate total revenue (Selling price x Number of sales)</li> </ul>	<p><u>Base Line Assessment</u></p> <p><b>R064 LO4 Factors to consider when pricing a product to attract and retain customers.</b></p> <ul style="list-style-type: none"> <li>Income levels of target customers</li> <li>Price of competitor products</li> <li>Cost of production</li> </ul> <p><b>Types of pricing strategies and the appropriateness of each</b>, i.e.</p> <ul style="list-style-type: none"> <li>Competitive pricing</li> <li>Psychological pricing</li> <li>Price skimming</li> <li>Price penetration</li> </ul> <p><b>Types of advertising methods used to attract and retain customers and the appropriateness of each</b>, i.e.</p> <ul style="list-style-type: none"> <li>Leaflets</li> <li>Social Media</li> <li>Websites</li> <li>Newspapers</li> <li>Magazines</li> <li>Radio</li> </ul> <p><b>Sales promotion techniques used to attract and retain customers and the appropriateness of each</b>, i.e.</p> <ul style="list-style-type: none"> <li>Discounts</li> <li>Competitions</li> <li>Buy one get one free (BOGOF)</li> <li>Point of sale advertising</li> <li>Free gifts/product trials</li> <li>Loyalty schemes</li> </ul> <p><b>How customer service is used to attract and retain customers</b>, i.e.</p> <ul style="list-style-type: none"> <li>Product knowledge</li> <li>Customer engagement (e.g. presentation, communication skills)</li> <li>After sales service</li> </ul> <p><u>R064 Learning Outcome 5: Understand factors for consideration when starting up a business</u></p>	<p><b>R064 LO6 : Understand different functional activities needed to support a business start-up</b></p> <p><b>The purpose of each of the main functional activities that may be needed in a new business</b>, i.e.</p> <ul style="list-style-type: none"> <li>Human Resources, i.e. <ul style="list-style-type: none"> <li>responsible for all aspects of managing individuals who work within a business</li> </ul> </li> <li>Marketing, i.e. <ul style="list-style-type: none"> <li>responsible for identifying the needs and wants of business customers and developing products/services to meet those needs</li> </ul> </li> <li>Operations, i.e. <ul style="list-style-type: none"> <li>organising the process that turns inputs into outputs/finished goods that can be sold to customers</li> </ul> </li> <li>Finance, i.e. <ul style="list-style-type: none"> <li>managing the financial resources in a small business and reporting on financial performance</li> </ul> </li> </ul> <p><b>The main activities of each functional area</b>, i.e.</p> <ul style="list-style-type: none"> <li>Human Resources, i.e. <ul style="list-style-type: none"> <li>Recruitment and selection of employees</li> <li>Training and development of employees</li> <li>Performance management of employees</li> <li>Responsibility for health and safety in the workplace</li> <li>Ensuring compliance with employment legislation</li> </ul> </li> <li>Marketing, i.e. <ul style="list-style-type: none"> <li>Market research <ul style="list-style-type: none"> <li>i.e. to research the market and find out customer opinions</li> </ul> </li> </ul> </li> </ul>	<p>REVISION TILL EXAMINATION IN MAY</p>	<p><u>UNIT R065</u></p> <p><u>LO2 MARKET RESEARCH CONTINUED.</u></p> <ul style="list-style-type: none"> <li>Use appropriate market research tools (physical or digital AG1) for a business challenge, i.e. - Survey - Focus groups - Observations - Competitor research - Interviews - Test marketing - Government publications - Published literature</li> <li>Use sampling methods, i.e. - Random - Cluster - Quota - Convenience</li> </ul> <p><b>Review the results of market research</b></p> <ul style="list-style-type: none"> <li>Collating the data</li> <li>Methods of presentation (e.g. graphs)</li> <li>Analysing the results of the data</li> <li>Using the results to develop a proposal</li> </ul> <p><u>LO3- Design a Business Proposal</u></p> <p><b>Produce product designs for a business challenge.</b></p> <ul style="list-style-type: none"> <li>Why draft product designs are produced</li> <li>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 -</li> </ul> <p>Identifying and using creative techniques (e.g. mind map, mood board, SCAMPER model, deliberate creativity)</p> <p><b>Review product designs.</b></p> <ul style="list-style-type: none"> <li>How to review designs for a business challenge, i.e. - Gaining</li> </ul>

<ul style="list-style-type: none"> <li>• Benefits they require</li> <li>• Amount of money they are able/willing to pay</li> <li>• Quantity of goods they require</li> <li>• Quality of goods they require</li> <li>• Time and location they wish to purchase the goods</li> </ul> <p><b>RO64 LO1 Continued Examined Unit Enterprise and Marketing Concepts</b></p> <p><b>The purpose of market research, i.e.</b></p> <ul style="list-style-type: none"> <li>• To reduce risk</li> <li>• To understand the market</li> <li>• To promote the organisation</li> <li>• To aid decision making</li> <li>• To gain customers' views and understand their needs</li> <li>• To inform product development</li> </ul> <p><b>Primary (field) market research methods (physical or digital) and their benefits, i.e.</b></p> <ul style="list-style-type: none"> <li>• Observations</li> <li>• Questionnaires</li> <li>• Surveys</li> <li>• Focus groups</li> <li>• Consumer trials</li> </ul> <p><b>Secondary (desk) market research sources and their benefits, i.e.</b></p> <ul style="list-style-type: none"> <li>• Internal data</li> <li>• Books/newspapers/trade magazines</li> <li>• Competitors' data</li> <li>• Government publications and statistics</li> <li>• Purchased research material (e.g. Mintel)</li> </ul>	<p><b>Use of break-even as an aid to decision making, i.e.</b></p> <ul style="list-style-type: none"> <li>• Definition of break-even - i.e. the level of output where Total revenue = Total costs</li> <li>• Break-even formula - i.e. Fixed costs Selling price per unit - Variable cost per unit</li> <li>• Break-even graphs - interpretation of a break-even graph in order to identify the break-even point</li> <li>• How break-even information is used</li> </ul> <p><b>Profit level, i.e.</b></p> <ul style="list-style-type: none"> <li>• How profit per unit is calculated - i.e. Revenue (selling price) per unit - Total costs per unit</li> <li>• How profit is calculated for a given level of output - i.e. Sales revenue - Total costs</li> </ul> <p><b>RO64 LO3 UNDERSTAND PRODUCT DEVELOPMENT</b></p> <p><b>The product lifecycle, i.e.</b></p> <ul style="list-style-type: none"> <li>• Development</li> <li>• Introduction</li> <li>• Growth</li> <li>• Maturity</li> <li>• Decline</li> </ul> <p><b>Extension strategies for products in the product lifecycle and the appropriateness of each, i.e.</b></p> <ul style="list-style-type: none"> <li>• Advertising</li> <li>• Price changes</li> <li>• Adding value (e.g. improving the specification of an existing product)</li> <li>• Exploration of new markets (e.g. new geographic market, new target markets)</li> <li>• New packaging</li> </ul> <p><b>How to create product differentiation, i.e.</b></p> <ul style="list-style-type: none"> <li>• Establishing a strong brand image for goods or services</li> <li>• Design mix model - i.e. the variables that contribute to successful product design - function, cost and appearance</li> </ul> <p><b>Identifying a clear unique selling point (USP)</b></p> <ul style="list-style-type: none"> <li>• Offering improved: - Location - Features - Functions - Design - Appearance - Selling price</li> </ul> <p><b>The impact of external factors on product development, i.e.</b></p> <ul style="list-style-type: none"> <li>• Technological developments (e.g. developments in technology that affect production capabilities and consumer preferences)</li> <li>• Economic issues (i.e. recession, boom and their effects)</li> </ul>	<p><b>Appropriate forms of ownership for business start-ups, i.e.</b></p> <ul style="list-style-type: none"> <li>• Sole trader</li> <li>• Partnership, including limited liability partnerships</li> <li>• Franchise</li> <li>• Features of each form of ownership, i.e.</li> <li>- Owners</li> <li>- Basic legal requirements to start the business (e.g. business registration, HMRC)</li> <li>- Liability, i.e. <ul style="list-style-type: none"> <li>o limited</li> <li>o unlimited</li> </ul> </li> <li>- Responsibility for decision making</li> <li>- Distribution of profit to the owners</li> </ul> <p><b>Source(s) of capital for business start-ups, i.e.</b></p> <ul style="list-style-type: none"> <li>• own savings</li> <li>• friends and family</li> <li>• loans</li> <li>• crowdfunding</li> <li>• small business grants</li> <li>• business angels</li> </ul> <p><b>The importance of a business plan, i.e.</b></p> <ul style="list-style-type: none"> <li>• Why a business plan is needed, i.e.</li> <li>- to clarify a business idea to others (e.g. to secure funding)</li> <li>- to measure progress towards goals (e.g. timescales, sales forecasts)</li> <li>- to help manage cash flow</li> <li>- to help identify potential problems (e.g. financial shortages)</li> <li>• What the business plan should detail, i.e.</li> <li>- business objectives</li> <li>- business strategies</li> <li>- sales plan</li> <li>- marketing plan</li> <li>- financial forecasts</li> </ul>	<ul style="list-style-type: none"> <li>- Developing a marketing mix: Product, Price, Place, Promotion (4Ps)</li> <li>• Operations, i.e.</li> <li>- Production planning</li> <li>- Producing the product or service</li> <li>- Quality control</li> <li>- Stock control</li> <li>- Logistics</li> <li>• Finance, i.e.</li> <li>- Organisation and allocation of financial resources</li> <li>- Financial performance reporting</li> <li>- Monitoring of cash flow</li> </ul> <p><b>EXAM PRACTICE/ REVISION UNTIL THE MAY EXAMINATION</b></p>		<p>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> <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>
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Prior knowledge and skills (from previous year / key stage)	<p style="text-align: center;">PSHCE</p> <p style="text-align: center;">Topics delivered in Ks3 include; what is Enterprise, marketing a product, budgets and costings</p> <p style="text-align: center;">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>					
Core Knowledge Organiser content	<p style="text-align: center;">Key word and definitions</p> <p style="text-align: center;">Modelled examples e.g. costings/breakeven</p> <p style="text-align: center;">Skills</p>					
Assessment Objectives	<p><b>R065 Learning Outcome 1:</b> Be able to identify the customer profile for a business challenge (Profile and segmentation) 2 x 6 Marks.</p> <p><b>R064 Learning Outcome 1:</b> Understand how to target a market (Just segmentation part)</p> <p><b>R064 Learning Outcome 1:</b> Understand how to target a market (Market Research part)</p>	<p><b>R065 Learning Outcome 2:</b> Be able to complete market research to aid decisions relating to a business challenge. (6 Marks AND just the planning part of the research Tools)</p> <p><b>END OF R065 TILL NEXT ACADEMIC YEAR</b></p> <p><b>R064 Learning Outcome 2:</b> Understand what makes a product or service financially viable.</p> <p><b>R064 Learning Outcome 3:</b> Understand product development</p> <p><b>Mock examination of LO1/2/3</b></p>	<p><b>R064 Learning Outcome 4:</b> Understand how to attract and retain customers</p> <p><b>R064 Learning Outcome 5:</b> Understand factors for consideration when starting up a business</p>	<p><b>R064 Learning Outcome 6:</b> Understand different functional activities needed to support a business start-up</p> <p><b>Revision of R064</b></p>	<p><b>REVISION OF R064</b></p>	<p><b>R065 Learning Outcome 2:</b> Be able to complete market research to aid decisions relating to a business challenge. (12 Marks)</p> <p><b>R065 Learning Outcome 3:</b> Be able to develop a design proposal for a business challenge (12 Marks)</p>
Vocabulary / Key Subject Terminology	<p>See language for learning sheet</p> <p>Themes for this half term- Segmentation, market research and consumer profile.</p>	<p>See language for learning sheet</p> <p>Themes for this half term- 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.</p>	<p>See language for learning sheet</p> <p>Themes for this half term- 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>

Assessment 1	LO1 Individual assessment created from exam builder.	<p>LO2 Individual assessment created from exam builder.</p> <p>LO3 Individual assessment created from exam builder.</p> <p><u>MOCK EXAMINATION LO1, LO2 AND LO3</u></p>	<p>LO4 Individual assessment created from exam builder.</p> <p>LO5 Individual assessment created from exam builder.</p>	LO6 Individual assessment created from exam builder.	<u>Mock examination x 2 All LO's</u>	<p><u>LO2: PART 2</u></p> <p>Review the results of your completed market research, selecting and using the most appropriate methods to present the results. <b>(PART OF THE 12 Marks)</b></p>
Assessment 2	<p><u>LO1 PART 1</u>-An explanation of market segmentation and its benefits, using real business examples. <b>(6 Marks)</b></p> <p><u>LO1 PART 2</u>-Customer profile for the business challenge product and a description of its key features. <b>(6 Marks)</b></p> <p><b>TOTAL 12 MARKS</b></p>	<p><u>LO2: PART 1</u> -A description of the importance of market research, including examples of different methods. -An explanation of the market research tools they will use, including the advantages and disadvantages of each tool.</p> <p><b>(6 Marks)</b></p> <p><u>LO2: PART 2</u> Develop your market research tools and carry out market research that will help you create a suitable product for your chosen customer profile.</p> <p><b>(PART OF THE 12 Marks)</b></p> <p><b>TOTAL 18 MARKS</b></p>	<u>Mock Examination LO1-5</u>	<u>Mock examination. ALL LO's</u>	<u>Real R064 Summer External Assessment</u>	<p><u>LO3: Be able to develop a design proposal for a business challenge</u></p> <p>Learners must be taught how to: 3.1 Produce product designs for a business challenge. <b>6 MARKS</b> 3.2 Review product designs, <b>6 MARKS</b></p> <p><b>TOTAL 12 MARKS</b></p>
Cross Curricular Links with other Faculties	<u>DT</u> - Designing a product to match a specific customer needs.	<p><u>History</u>- Primary and Secondary research.</p> <p><u>Maths</u>- calculating revenue, profit and break even so using formula, multiply and dividing.</p>	<p><u>Maths</u>- Interest calculations to support understanding of loans. Working out if certain pricing strategies and sales promotion methods can be afforded.</p> <p><u>Hospitality</u>- How to ensure you provide excellent customer service.</p>	<p><u>Travel and Tourism</u>- The marketing mix.</p> <p><u>DT</u>- Quality control</p> <p><u>Hospitality</u>- Recruitment</p>		<u>ART and DT</u> - Mood boards and draft designs. Creating final designs.
Extra-Curricular Offer	<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>					
Time Allocation	5 Hours per fortnight					

