



Subject: OCR Enterprise and Marketing Level 1/2						
Year 10						
	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Learning	<p>Course introduction and basic business awareness.</p> <p>Begin RO64 (exam unit comprising 6 Learning Objectives)</p> <p>LO1 key topic areas:</p> <p><i>Market segmentation</i> – methods for segmenting markets and why businesses use segmentation.</p> <p><i>Market research</i> – the reasons why businesses conduct research, primary and secondary methods of research and how businesses gather customer feedback.</p>	<p>LO2 key topic areas:</p> <p><i>Business costs</i> – identifying fixed and variable costs and calculating total and average costs.</p> <p><i>Revenue</i> - understanding sources of revenue and calculating revenue.</p> <p><i>Profit</i> – understanding what profit is and calculating profit and loss.</p> <p><i>Breakeven analysis</i> – understanding the concept of breakeven, calculating the break-even point using both a formula and a break-even chart.</p> <p>Begin LO3.</p> <p>LO3 key topic areas:</p> <p><i>The product life cycle</i> - understanding the stages of the product life cycle and the extension strategies that can be used to prolong it.</p>	<p>Continue LO3 (2 periods per week).</p> <p>LO3 key topic areas:</p> <p><i>Product Differentiation</i> – understanding the meaning and importance of branding, using the design mix model and creating a USP for a product.</p> <p><i>External factors</i> – understanding the external factors that affect product development (economic, legal and technical influences).</p> <p><i>Exam skills week</i> – skills relating to LO1 to LO3, including longer exam questions.</p> <p>Begin LO4.</p> <p>LO4 key topic areas:</p> <p><i>Pricing decisions</i> – understanding the factors that that influence pricing decisions</p> <p><i>Pricing strategies</i> – understanding the different strategies that a business can use when pricing products (skimming, competitive and penetration)</p>	<p>Continue LO4 (2 periods per week).</p> <p>LO4 key topic areas:</p> <p><i>Advertising methods</i> - understanding how businesses attract customer interest.</p> <p><i>Sales promotion</i> – understanding the techniques used to attract and retain customers.</p> <p><i>Customer service</i> - understanding the techniques businesses can use to improve customer service.</p> <p>Begin LO5.</p> <p>LO5 key topic areas:</p> <p><i>Types of ownership</i> – understanding the advantages of sole traderships, partnerships and franchises.</p> <p><i>Liability</i> – understanding the concepts of limited and unlimited liability.</p> <p><i>Business plans</i> – understanding why business plans are drawn up and what details they might contain.</p>	<p>Continue LO4 (2 periods per week).</p> <p>LO5 key topic areas:</p> <p><i>Capital</i> – understanding the different ways a business can source start-up capital.</p> <p>Begin LO6.</p> <p>LO6 key topic area:</p> <p>Functional areas - understanding the roles of different department in a business.</p> <p>External examination</p> <p>The remainder of the half term will be spent working on exam technique and revising for the RO64 external assessment (date tbc).</p> <p>RO65 Coursework</p> <p>Continue RO65 coursework (1 period per week until external assessment takes place, and then 3 periods per week). The main tasks to be completed this half term are:</p> <ul style="list-style-type: none"> • Completing draft design • Conducting a self and peer assessment 	<p>RO65 Coursework</p> <p>Continue RO65 coursework (3 periods per week). The main tasks to be completed this half term are:</p> <ul style="list-style-type: none"> • Determining a pricing strategy • Working out a selling price • Calculating profit • Creating a break-even analysis • Carrying out a risk analysis • Assessing the project viability • Organising final draft of coursework for submission.



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Business Studies and Economics Department

			<p>RO65 Coursework</p> <p>Also begin RO65 coursework (1 period per week). The main tasks to be completed this half term are:</p> <ul style="list-style-type: none"> • Understanding the scenario • Market segmentation decisions • Drawing up a customer profile • Creating a market research plan • Determining sampling methods • Conducting research 	<p>RO65 Coursework</p> <p>Continue RO65 coursework (1 period per week). The main tasks to be completed this half term are:</p> <ul style="list-style-type: none"> • Completing research • Analysis of research findings • Designing the initial product • Drafting out a design idea 	<ul style="list-style-type: none"> • Making changes following customer feedback • Researching into fixed & variable costs • Calculating costs • Predicting sales 	
How is this learning being assessed?	<p>Assessment takes place through:</p> <ul style="list-style-type: none"> • Weekly homework tasks • Multiple choice tests on key topic areas • Classwork • LO1 end of unit assessment 	<p>Assessment takes place through:</p> <ul style="list-style-type: none"> • Weekly homework tasks • Multiple choice tests on key topic areas • Classwork • LO2 end of unit assessment 	<p>Assessment takes place through:</p> <ul style="list-style-type: none"> • Weekly homework tasks • Multiple choice tests on key topic areas • Classwork • LO3 end of unit assessment • Formal coursework assessment 	<p>Assessment takes place through:</p> <ul style="list-style-type: none"> • Weekly homework tasks • Multiple choice tests on key topic areas • Classwork • LO4 end of unit assessment • Formal coursework assessment 	<p>Assessment takes place through:</p> <ul style="list-style-type: none"> • RO64 External examination (date tbc) • Weekly homework tasks • Multiple choice tests on key topic areas • LO5/6 end of unit assessment • Formal coursework assessment 	<p>Assessment takes place through:</p> <ul style="list-style-type: none"> • Weekly homework tasks • Multiple choice tests on key topic areas • Formal coursework assessment



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Year11						
	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Learning	<p><i>NB: The curriculum schedule for Year has been adjusted for 2021-22 to reflect changes made by the examination board. The focus for this year will be the completion of the RO65 coursework unit. Students began this unit at the end of the summer term 2021.</i></p> <p>The main tasks to be completed this half term are:</p> <ul style="list-style-type: none"> • Market segmentation decisions • Drawing up a customer profile • Creating a market research plan • Determining sampling methods • Conducting research 	<p>The main tasks to be completed this half term are:</p> <ul style="list-style-type: none"> • Completing research • Analysis of research findings • Designing the initial product • Drafting out a design idea 	<p>The main tasks to be completed this half term are:</p> <ul style="list-style-type: none"> • Completing draft design • Conducting a self and peer assessment • Making changes following customer feedback • Researching into fixed & variable costs • Calculating costs • Predicting sales 	<p>The main tasks to be completed this half term are:</p> <ul style="list-style-type: none"> • Determining a pricing strategy • Working out a selling price • Calculating profit • Creating a break-even analysis • Carrying out a risk analysis • Assessing the project viability • Organising final draft of coursework for submission. 		
How is this learning being assessed?	<p>Assessment takes place through:</p> <ul style="list-style-type: none"> • Weekly homework tasks • Marking of classwork • Formal coursework assessment 	<p>Assessment takes place through:</p> <ul style="list-style-type: none"> • Weekly homework tasks • Marking of classwork • Formal coursework assessment 	<p>Assessment takes place through:</p> <ul style="list-style-type: none"> • Weekly homework tasks • Marking of classwork • Formal coursework assessment 	<p>Assessment takes place through:</p> <ul style="list-style-type: none"> • Weekly homework tasks • Marking of classwork • Formal coursework assessment of completed RO65 • External moderation of RO65 		