

Timeline	Topic	Key concepts and knowledge	Skills development	Rationale
Autumn 1 7 lessons	<p>R065</p> <p>LO1 Be able to develop a brand identify and promotional plan to target a customer profile</p> <p>LO2 Be able to plan a pitch for a proposal</p>	<p>Students know:</p> <ul style="list-style-type: none"> • The benefits of market segmentation • Ways to apply market segmentation • The different types of primary and secondary research methods • What businesses need to consider when completing research • Ways of collating and analysing the results of market research <p>Students know how to:</p> <ul style="list-style-type: none"> • Identify potential customers • Build a customer profile • Justify their choice of customer profile • select appropriate primary and secondary research methods to gather meaningful research • Carry out market research (primary and secondary) • Use sampling methods • Review the results of market research 	<p>Research skills, literacy skills, numeracy skills.</p> <p>Employability skills, through the creation of project documentation in a professional manner that clearly identifies the information to fit the criteria. A wide range of Microsoft office packages will be used during the coursework to further develop the students understanding of how the office packages are used in a business environment.</p> <p>Careers link – Marketing manager Customer services manager Market research analyst</p> <p>British values – mutual respect for different cultures and those with accessibility issues in client and audience need.</p>	<p>Building from the R064 examined unit in year 10, students have an opportunity to apply their learning of core business concepts through the optional units of learning, the first of which requires learner to develop a business proposal for a given scenario.</p> <p>This first element of assessment was started at the end of year 10 where learners were introduced to the business scenario of Perfect Pizza and provided a client brief.</p> <p>At this stage of the assessment learners have already started to develop a brand identity and created market research to plan a brand idea for a business challenge.</p>

<p>Autumn 2 7 lessons</p>	<p>LO3 – Be able to develop a design proposal for a business challenge</p> <p>LO4 – Be able to review whether a business proposal is viable</p>	<p>Students know:</p> <ul style="list-style-type: none"> • Why draft product designs are produced • How businesses review business designs • The realistic costs relating to a business challenge • Types of different pricing strategies • How break even analysis is used to analyse outcomes • The importance of customer demand • The importance of copyright and patenting <p>Students know how to:</p> <ul style="list-style-type: none"> • Produce product designs for a business challenge to meet the market need • Review product designs for a business challenge • Calculate costs involved in a business challenge • Apply an appropriate pricing strategy • Review the likely success of a business challenge • Identify the challenges when launching a new product • Calculate break even • Conduct a break even analysis 	<p>Research skills, literacy skills, numeracy skills.</p> <p>Employability skills, through the creation of project documentation in a professional manner that clearly identifies the information to fit the criteria. A wide range of Microsoft office packages will be used during the coursework to further develop the students understanding of how the office packages are used in a business environment.</p> <p>Careers link – Marketing manager Customer services manager Market research analyst Promotions Manager Accountant Finance manager</p> <p>British values – mutual respect for different cultures and those with accessibility issues in client and audience need. Rule of law – understand the legislation affecting the recording and maintaining financial records</p>	<p>In this final stage of the assessment learners are required to develop their design proposal using financial tools. Then learners are asked to evaluate their performance by reviewing if the proposal is viable using a range of techniques and tools to justify their decisions.</p>
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<p>Spring 1 6 lessons</p>	<p>R066</p> <p>LO1 Be able to develop a brand identity and promotional plan to target a customer profile</p> <p>LO2 Be able to plan a pitch for a proposal</p>	<p>Students know:</p> <ul style="list-style-type: none"> • What is a brand • Why branding is used • Methods and techniques for branding • Possible promotional objectives • Methods of promotion • The audience, objective, venue and media of a pitch will help to plan an effective structure <p>Students know how to:</p> <ul style="list-style-type: none"> • Plan brand ideas for a business challenge • Formulate brand designs for a business proposal • Promote a product for a business challenge • Select and justify appropriate promotional methods • Plan a pitch for a business to an appropriate audience 	<p>Research skills, literacy skills, numeracy skills.</p> <p>Employability skills, through the creation of project documentation in a professional manner that clearly identifies the information to fit the criteria. A wide range of Microsoft office packages will be used during the coursework to further develop the students understanding of how the office packages are used in a business environment.</p> <p>Careers link – Marketing manager Customer services manager Promotions Manager</p> <p>British values – mutual respect for different cultures and those with accessibility issues in client and audience need. Rule of law – understanding the legal issues surrounding TMs and copyright</p>	<p>In the last unit, students applied their learning from the core R64 unit of learning to develop a business proposal. This final unit builds on this preparation to develop a brand and plan as well as conduct a pitch to an external audience.</p> <p>This first section will plan the brand identity and promotional plan and start to plan for the pitch</p>
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Spring 2 6 lessons	LO2 Be able to plan a pitch for a proposal LO3 Be able to pitch a proposal to an audience	Students know: <ul style="list-style-type: none"> • The audience, objective, venue and media of a pitch will help to plan an effective structure • Techniques used to deliver an effective business pitch Students know how to: <ul style="list-style-type: none"> • Plan a pitch for a business to an appropriate audience • Use and develop personal and presentation skills to deliver a pitch for a business to an appropriate external audience • Give and respond to constructive feedback • Review a practice pitch to plan for a professional pitch to an external audience 	Research skills, literacy skills, numeracy skills. Employability skills, through the creation of project documentation in a professional manner that clearly identifies the information to fit the criteria. A wide range of Microsoft office packages will be used during the coursework to further develop the students understanding of how the office packages are used in a business environment. Careers link – Marketing manager Customer services manager Promotions Manager British values – mutual respect for different cultures and those with accessibility issues in client and audience need.	Building on the previous term of learning students will have an opportunity to pitch their final idea to an external audience who will review and provide feedback on their ideas
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<p>Summer 1 5 lessons</p>	<p>LO4 – Be able to review the strengths and weaknesses of a proposal and pitch</p>	<p>Student know:</p> <ul style="list-style-type: none"> • An effective review will consider the product proposal, pricing strategy, brand, promotional plan and its relevance and appeal to the customer profile • A range of evidence can be used to review the success of a business proposal <p>Students know how to:</p> <ul style="list-style-type: none"> • Review a business proposal using a range of sources to identify it's success and future developments/recommendations for further refinement of a business proposal 	<p>Research skills, literacy skills, numeracy skills.</p> <p>Employability skills, through the creation of project documentation in a professional manner that clearly identifies the information to fit the criteria. A wide range of Microsoft office packages will be used during the coursework to further develop the students understanding of how the office packages are used in a business environment.</p> <p>Careers link – Marketing manager Customer services manager Promotions Manager</p> <p>British values – mutual respect for different cultures and those with accessibility issues in client and audience need.</p>	<p>In this final term of learning, students will use the feedback gained to conduct a review of their pitch and identify recommendations, within a business context.</p>
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