

Curriculum Knowledge Map



CHS Computing and Technology 2022/2023

Cambridge Nationals Tech Award Enterprise and Marketing (Business)

Introduction to Marketing Concepts (RO67)	Designing a Business Proposal (RO68)	Market and pitch a business proposal (RO69)
<p>Topic area 1: Characteristics, risk and reward for enterprise</p> <p>Topic area 2: Market research to target a specific customer</p> <p>Topic area 3: What makes a product financially viable?</p> <p>Topic area 4: Creating a marketing mix to support a product</p> <p>Topic area 5: Factors to consider when starting up and running an enterprise</p>	<p>Topic area 1: Market research</p> <p>Topic area 2: How to identify a customer profile</p> <p>Topic area 3: Develop a product proposal</p> <p>Topic area 4: Review whether a business proposal is financially viable</p> <p>Topic area 5: Review the likely success of the business proposal</p>	<p>Topic area 1: Develop a brand identity to target a specific customer profile</p> <p>Topic area 2: Create a promotional campaign for a brand and product</p> <p>Topic area 3: Plan and pitch a proposal</p> <p>Topic area 4: Review a brand proposal, promotional campaign and professional pitch</p>
<p>This unit is assessed by an exam. The exam is 1 hour and 15 minutes. It has two Sections – Section A and Section B.</p> <ul style="list-style-type: none"> Section A has 10 marks Section B has 60 marks <p>The exam has 70 marks in total</p>	<p>Some of the knowledge, understanding and skills required when completing this unit will draw on the learning developed in Unit R067.</p> <p>The NEA has 60 marks in total It should take approximately 10 - 14 GLH to complete</p>	<p>Some of the knowledge, understanding and skills required when completing this unit will draw on the learning developed in Unit R067.</p> <p>The NEA has 60 marks in total It should take approximately 10 - 14 GLH to complete</p>

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Cambridge Nationals Tech Award Enterprise and Marketing (Business)

Year 10

Year 10	AUTUMN		SPRING		SUMMER	
	Unit Name	Unit Name	Unit Name	Unit Name	Unit Name	Unit Name
	Introduction to Enterprise Concepts (RO67)	Introduction to Marketing Concepts (RO67)	Designing a Business Proposal (RO68)	Designing a Business Proposal (RO68 Coursework Task)	Designing a Business Proposal (RO68 Coursework Task)	Market and pitch a business proposal (RO69)
<p>Declarative <i>What should they know? 'to know that' the facts, concepts, rules. It just sits there and waits to be of service</i></p>	<p>Topic Area 1: Characteristics, risk and reward for enterprise</p> <ul style="list-style-type: none"> • Characteristics of successful entrepreneurs • Potential rewards for risk taking • Potential drawbacks for risk taking <p>Topic Area 3: What makes a product financially viable</p> <ul style="list-style-type: none"> • Cost of producing the product • Revenue generated by sales of the product • Profit/loss • How to use the formula for break-even as an aid to decision making • Importance of cash <p>Topic area 5: Factors to consider when starting up and running an enterprise</p>	<p>Topic Area 2: Market research to target a specific customer</p> <ul style="list-style-type: none"> • The purpose of market research • Primary market research methods • Secondary market research sources • Types of data • Types of market segmentation • The benefits of market segmentation to a business <p>Topic area 4: Creating a marketing mix to support a product</p> <ul style="list-style-type: none"> • The marketing mix elements for a good/service • How the elements of the marketing mix work together • Types of advertising medium used to attract 	<p>Topic Area 1: Market research</p> <ul style="list-style-type: none"> • Carry out market research to aid decisions relating to a business proposal • Review the results of market research <p>Topic Area 2: How to identify a customer profile</p> <ul style="list-style-type: none"> • Identify potential customers and build a customer profile based on market research findings <p>Topic Area 3: Develop a product proposal</p> <ul style="list-style-type: none"> • Create a design mix for a new product • Produce designs for a new product • Review designs for a product proposal <p>Topic Area 4: Review whether a business proposal is financially viable</p>	<p>During this half term students will undertake coursework (NEA) activities that contribute to 30% of their final grade. <i>These activities will be outlined by an exam release and should take approximately 10-14 guided learning hours to complete.</i></p> <p>Prior knowledge from lessons in Spring 1 will support the declarative knowledge that students will be expected to know in order to perform coursework tasks:</p> <ul style="list-style-type: none"> • Topic Area 1: Market research • Topic Area 2: How to identify a customer profile • Topic Area 3: Develop a product proposal • Topic Area 4: Review whether a business 	<p>Continuation of coursework tasks:</p> <p>During this half term students will undertake coursework (NEA) activities that contribute to 30% of their final grade. <i>These activities will be outlined by an exam release and should take approximately 10-14 guided learning hours to complete.</i></p> <p>Prior knowledge from lessons in Spring 1 will support the declarative knowledge that students will be expected to know in order to perform coursework tasks:</p> <ul style="list-style-type: none"> • Topic Area 1: Market research • Topic Area 2: How to identify a customer profile • Topic Area 3: Develop a product proposal 	<p>Topic Area 1: Develop a brand identity to target a specific customer profile</p> <ul style="list-style-type: none"> • What is a brand? • Why branding is used? • Branding Methods • Produce a competitor analysis • Identify opportunities and threats in the external environment <p>Topic Area 2: Create a promotional campaign for a brand and product</p> <ul style="list-style-type: none"> • How to create a promotional campaign for a product / brand <p>Topic Area 3: Plan and pitch a proposal</p> <ul style="list-style-type: none"> • Considerations when planning a professional pitch • Use and development of personal and presentation skills

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	<ul style="list-style-type: none"> • Appropriate forms of ownership for business start-ups • Source(s) of capital for business start-ups and expansion • Support for enterprise 	<p>and retain customers and the appropriateness of each</p> <ul style="list-style-type: none"> • Sales promotion techniques used to attract and retain customers and the appropriateness of each • Public relations • How to sell the good/service to the consumer • The product lifecycle • Extension strategies for products in the product lifecycle and the appropriateness of each • Factors to consider when pricing a product to attract and retain customers • Types of pricing strategies and the appropriateness of each 	<ul style="list-style-type: none"> • Calculate costs, revenue, break-even and profit relating to a business proposal • Apply an appropriate pricing strategy • Review the likely financial viability of a business proposal <p>Topic Area 5: Review the likely success of the business proposal</p> <ul style="list-style-type: none"> • Risks and challenges when launching a new product 	<p>proposal is financially viable</p> <ul style="list-style-type: none"> • Topic Area 5: Review the likely success of the business proposal 	<ul style="list-style-type: none"> • Topic Area 4: Review whether a business proposal is financially viable • Topic Area 5: Review the likely success of the business proposal 	<ul style="list-style-type: none"> • Benefits of using a practice pitch • Deliver a professional pitch <p>Topic Area 4: Review a brand proposal, promotional campaign and professional pitch</p> <ul style="list-style-type: none"> • Review a brand using a range of sources • Review a professional pitch to an external audience
<p>Procedural <i>What should they be able to do? 'to know how to' produces action, how to perform the steps in a process</i></p>	<p>Topic Area 1: Characteristics, risk and reward for enterprise</p> <p>Students should be able to:</p> <ul style="list-style-type: none"> • Identify the characteristics shared by successful entrepreneurs • Explain why each characteristic may help the entrepreneur to be successful • Identify the potential rewards and drawbacks for risk taking 	<p>Topic Area 2: Market research to target a specific customer</p> <p>Students should be able to:</p> <ul style="list-style-type: none"> • Summarise the purpose of market research. • Explain why and when entrepreneurs need to carry out marketing research. • Explain the difference between primary and secondary market research. • Summarise the primary and secondary market 	<p>For theory knowledge and content:</p> <p>Topic area 1: Market research</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Identify the aims and types of market research • Explain the factors that will impact market research decisions • Choose appropriate method(s) and type(s) of research for a given scenario • Describe sampling methods and explain the benefits and drawbacks of each sampling method • Use appropriate skills to conduct market research • Describe the methods of presenting market research data 	<p>For coursework activities:</p> <p>Topic Area 1:</p> <ul style="list-style-type: none"> • Be able to explain the overall aims of market research. • Be able to justify sampling methods used within the coursework tasks. • Be able to create accurate and effective market research tools. • Be able to collate results to present research. • Be able to analyse results of market research. <p>Topic Area 2:</p>	<p>Topic Area 1: Develop a brand identity to target a specific customer profile.</p> <ul style="list-style-type: none"> • Be able to explain how customers perceive a brand • Be able to explain the importance of brand identity and how it is created • Be able to explain the combination of views held by customers as to what the brand stands for • Be able to explain how businesses use logos and 	

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	<p>Topic Area 3: What makes a product financially viable Students should be able to:</p> <ul style="list-style-type: none"> • Identify a range of costs incurred to produce a product. • Explain the difference between fixed, variable, and total costs. • Calculate the fixed cost, variable cost, and total cost for level of output and per unit produced. • Define the term 'revenue'. • Calculate the revenue generated by a business or from selling a product. • Rearrange revenue formula to find a missing element. • Explain the difference between profit and loss. • Calculate the profit or loss made (both per unit and for a specific level of output). • Define the term 'break-even' and calculate the break-even quantity. • Rearrange a break-even formula to find a missing element. • Interpret a break-even graph to identify the break-even point. • Explain how break-even information may be used by an entrepreneur. 	<p>research methods that could be used.</p> <ul style="list-style-type: none"> • Explain the relative advantages and disadvantages of each primary and secondary market research method/source. • Explain the benefits and limitations of data. • Explain the meaning of market segmentation and how a market can be segmented. • Analyse the benefits of market segmentation to a business. <p>Topic area 4: Creating a marketing mix to support a product</p> <ul style="list-style-type: none"> • Identify the four elements of the marketing mix • Explain what is meant by the marketing mix and why each element is important • Explain how the elements of the marketing mix work together to create a specific brand image • Explain how the marketing mix elements must be considered to appeal to and satisfy the target market segment's needs • Identify a range of non-digital advertising mediums 	<ul style="list-style-type: none"> • Choose and use appropriate methods of presenting market research data for a given scenario • Review/analyse market research findings <p>Topic area 2: How to identify a customer profile Be able to:</p> <ul style="list-style-type: none"> • Describe factors used to segment a market • Apply market segmentation to identify a customer profile • Justify a customer profile based on market research findings <p>Topic area 3: Develop a product proposal Be able to:</p> <ul style="list-style-type: none"> • Identify and explain the elements and functions of a design mix • Explain features needed to make a product attractive/appealing to target customers • Explain how the target market segment will influence the aesthetics of a product • Explain how a USP can be created by aesthetics • Explain how the target market segment may influence the potential selling price of a product/price customers are willing to pay • Explain the concept of adding value • Outline a design mix for a given scenario • Explain creative techniques that could be used to produce product design ideas • Produce a product design based on market research findings and a brief 	<ul style="list-style-type: none"> • Be able to describe the features of customer profiling using market segmentation techniques. • Be able to justify the selection of customer profiles, using market research findings. <p>Topic Area 3:</p> <ul style="list-style-type: none"> • Be able to create and justify an outline of an appropriate design mix. • Be able to generate product design ideas with effective use of creative techniques. • Be able to describe how the design mix and market research have informed designs. • Be able to summarise strengths and weaknesses of design proposals. • Be able to complete design modifications using self -assessment. • Be able to choose final designs using justification. <p>Topic Area 4:</p> <ul style="list-style-type: none"> • Be able to identify variable costs related to a design produced. • Be able to use calculations to work out variable costs. • Be able to predict sales forecast using evidence. • Be able to select and appropriate pricing strategy and selling price for a product. • Be able to calculate total costs and profits accurately. • Be able to apply break even formula to calculate break even. • Be able to describe the impact of change in price on break even. • Be able to evaluate the financial viability of a business proposal. 	<p>straplines as part of their brand identity</p> <ul style="list-style-type: none"> • Be able to explain how businesses use characters/celebrities as part of their brand identity • Be able to understand how to carry out a competitor analysis • Be able to understand how to carry out analysis on the effects of the external environment on a brand. <p>Topic Area 2: Create a promotional campaign for a brand and product</p> <ul style="list-style-type: none"> • Be able to explain the purpose of a promotional campaign. • Be able to create and read a simple Gantt chart and link this to KPI of a marketing campaign. • Be able to explain promotional objectives and link them to a specific marketing campaign. <p>Topic Area 3: Plan and pitch a proposal</p> <ul style="list-style-type: none"> • Be able to explain factors to consider when planning a business pitch • Be able to explain the verbal and non-verbal skills needed when
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	<ul style="list-style-type: none"> • Explain the difference between cash and profit. • Explain the consequences of a lack of cash for a business. • Explain ways to increase profitability <p>Topic area 5: Factors to consider when starting up and running an enterprise</p> <ul style="list-style-type: none"> • Identify appropriate forms of ownership for business start-ups • Explain the features of each form of ownership • Explain the implications of limited and unlimited liability to the owners of a business • Explain the relative advantages and disadvantages of each form of ownership • Identify appropriate forms of ownership for business start-ups • Explain the features of becoming a franchisee • Explain the relative advantages and disadvantages of becoming a franchisee • Identify sources of capital for business start-ups and expansion • Explain the reasons why a business may need additional capital 	<ul style="list-style-type: none"> • Explain that relative advantages and disadvantages of a range of non-digital advertising mediums • Identify a range of digital advertising mediums • Explain that relative advantages and disadvantages of a range of digital advertising mediums • Identify a range of sales promotion techniques • Explain that relative benefits and limitations of a range of sales promotion techniques • Identify a range of public relations methods • Explain that relative benefits and limitations of a range of public relations methods • Explain how a good/service can be sold to the consumer • Explain the growth in digital channels • Explain the advantages and disadvantages of physical and digital channels • Explain what is meant by the product lifecycle • Explain the features of the different stages of the product lifecycle • Explain what is meant by extension strategies and 	<ul style="list-style-type: none"> • Use creative techniques to inform a product design • Modify a product design to finalise the design and justify these choices <p>Topic area 4: Review whether a business proposal is financially viable</p> <p>Be able to;</p> <ul style="list-style-type: none"> • Calculate costs based on a given scenario • Calculate revenue based on a given scenario • Calculate break-even • Recalculate break-even following a change in price and to recognise the impact of this change • Calculate profit/loss • Describe pricing strategies that a business could choose • Choose an appropriate pricing strategy based on the customer profile for a given scenario • Make a judgement about the financial viability of a business proposal <p>Topic Area 5: Review the likely success of the business proposal</p> <p>Be able to;</p> <ul style="list-style-type: none"> • Explain what a risk is • Explain what a challenge is • Describe external factors that may be a risk/challenge when producing and launching a new product • Describe risks and challenges when producing and launching a new product • Describe methods of minimising/overcoming risks and challenges 	<p>Topic Area 5:</p> <ul style="list-style-type: none"> • Be able to explain the risks and challenges involved with producing and launching a new product. • Be able to evaluate the impact that risks and challenges may have on the success of a business proposal. 	<p>carrying out a professional pitch</p> <ul style="list-style-type: none"> • Be able to understand the benefits of carrying out a practice pitch <p>Topic Area 4: Review a brand proposal, promotional campaign and professional pitch</p> <ul style="list-style-type: none"> • Be able to identify factors which make a brand successful • Be able to review a pitch based on its objectives • Be able to explain how to review presentation skills
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	<ul style="list-style-type: none"> • Explain the relative advantages and disadvantages of each source of capital • Recommend appropriate sources of capital for a business scenario • Identify sources of support for enterprise • Explain the type of support that each source may offer • Explain the relative advantages and limitations of sources of support 	<p>the impact of on the product lifecycle for a specific product</p> <ul style="list-style-type: none"> • Identify a range of extension strategies • Explain that relative advantages and disadvantages of different extension strategies • Explain the factors to consider when pricing a product • Identify a range of pricing strategies • Explain that relative advantages and disadvantages of a range of pricing strategies 	<ul style="list-style-type: none"> • Explain how risks and challenges may be minimised/overcome • Make a judgement about the likely success of a business proposal 			
Disciplinary Literacy (Tier 3 Vocab)	<p>Tier 3 Disciplinary literacy linked to the unit of study:</p> <ul style="list-style-type: none"> • Innovation • Risk-taking • Communication • Negotiation • Determination • Financial/Commerce • Profit • Retention • Franchise 	<p>Tier 3 Disciplinary literacy linked to the unit of study:</p> <ul style="list-style-type: none"> • Market • Segmentation • Development • Consumer • Data • Statistics • Promotion 	<p>Tier 3 Disciplinary literacy linked to the unit of study:</p> <ul style="list-style-type: none"> • Personnel • Quantitative • Qualitative • Communication • Occupation • Aesthetics • Profile 	<p>Tier 3 Disciplinary literacy linked to the unit of study:</p> <ul style="list-style-type: none"> • Primary & Secondary Market Research • Quota • Focus Groups • USP • Added Value 	<p>Tier 3 Disciplinary literacy linked to the unit of study:</p> <ul style="list-style-type: none"> • Revenue • Variable cost/Fixed cost • Price penetration • Price skimming • Psychological pricing • Overspending • Contingency 	<p>Tier 3 Disciplinary literacy linked to the unit of study:</p> <ul style="list-style-type: none"> • Brand • Perception • Association • Differentiation • Strapline • Persuade
Assessment	<p>Key assessed piece End of topic assessment – Enterprise Concepts Students will complete a summative assessment linked to the topics covered in Enterprise concepts.</p>	<p>Key assessed piece Progress Test Assessment: Students will be assessed on their knowledge and understanding of both Enterprise and Marketing concepts.</p>	<p>Key assessed piece End of topic assessment – Designing and Business Proposal Students will complete a summative assessment linked to the topics covered in Enterprise concepts</p>	<p>Key assessed piece Coursework progress (RO68) – this coursework piece will be formally assessed to allow for feedback and improvements to be made based on the first elements of the task.</p> <p><i>Total marks for this piece of coursework is 60.</i></p>	<p>Key assessed piece Coursework completion (RO68) – this coursework piece will be formally assessed for students to give and overall grade and feedback for this unit of work.</p> <p><i>Total marks for this piece of coursework is 60.</i></p>	<p>Key assessed piece End of topic assessment – Market and pitch a business proposal Students will complete a summative assessment linked to the topics covered in Enterprise concepts.</p>