

# Curriculum Knowledge Map



## CHS Computing and Technology 2022/2023

### Cambridge Nationals Tech Award Enterprise and Marketing (Business)

#### Year 11

Year 11	AUTUMN		SPRING		SUMMER	
	Unit Name	Unit Name	Unit Name	Unit Name	Unit Name	Unit Name
	Market & pitch a business proposal (RO69 Coursework Task)	Market & pitch a business proposal (RO69 Coursework Task)	Enterprise and Marketing Concepts (RO67 External Exam)	Enterprise and Marketing Concepts (RO67 External Exam)	Enterprise and Marketing Concepts (RO67 External Exam)	
	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>	<b>Continuation of coursework tasks:</b> 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>	<i>During this half term students will prepare for their final assessment for RO67. This assessment is worth 40% of their final grade.</i>	<i>During this half term students will prepare for their final assessment for RO67. As students are able to take this assessment twice, this will be preparation for a re-sit attempt. This assessment is worth 40% of their final grade. Students will also review coursework pieces assigned to them so make sure these are ready for submission.</i>		
<b>Declarative</b> <i>What should they know?</i>	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: <ul style="list-style-type: none"> <li>• Topic Area 1: Develop a brand identity to target a specific customer profile</li> <li>• Topic Area 2: Create a promotional campaign for a brand and product</li> </ul>	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: <ul style="list-style-type: none"> <li>• Topic Area 1: Develop a brand identity to target a specific customer profile</li> </ul>	<p>Topic Area 1: Characteristics, risk and reward for enterprise</p> <ul style="list-style-type: none"> <li>• Characteristics of successful entrepreneurs</li> <li>• Potential rewards for risk taking</li> <li>• Potential drawbacks for risk taking</li> </ul> <p>Topic Area 2: Market research to target a specific customer</p> <ul style="list-style-type: none"> <li>• The purpose of market research</li> <li>• Primary market research methods</li> <li>• Secondary market research sources</li> <li>• Types of data</li> <li>• Types of market segmentation</li> <li>• The benefits of market segmentation to a business</li> </ul> <p>Topic Area 3: What makes a product financially viable</p> <ul style="list-style-type: none"> <li>• Cost of producing the product</li> <li>• Revenue generated by sales of the product</li> <li>• Profit/loss</li> <li>• How to use the formula for break-even as an aid to decision making</li> <li>• Importance of cash</li> </ul>			

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	<ul style="list-style-type: none"> <li>• Topic Area 3: Plan and pitch a proposal</li> <li>• Topic Area 4: Review a brand proposal, promotional campaign and professional pitch</li> </ul>	<ul style="list-style-type: none"> <li>• Topic Area 2: Create a promotional campaign for a brand and product</li> <li>• Topic Area 3: Plan and pitch a proposal</li> <li>• Topic Area 4: Review a brand proposal, promotional campaign and professional pitch</li> </ul>	<p>Topic area 4: Creating a marketing mix to support a product</p> <ul style="list-style-type: none"> <li>• The marketing mix elements for a good/service</li> <li>• How the elements of the marketing mix work together</li> <li>• Types of advertising medium used to attract and retain customers and the appropriateness of each</li> <li>• Sales promotion techniques used to attract and retain customers and the appropriateness of each</li> <li>• Public relations</li> <li>• How to sell the good/service to the consumer</li> <li>• The product lifecycle</li> <li>• Extension strategies for products in the product lifecycle and the appropriateness of each</li> <li>• Factors to consider when pricing a product to attract and retain customers</li> <li>• Types of pricing strategies and the appropriateness of each</li> </ul> <p>Topic area 5: Factors to consider when starting up and running an enterprise</p> <ul style="list-style-type: none"> <li>• Appropriate forms of ownership for business start-ups</li> <li>• Source(s) of capital for business start-ups and expansion</li> <li>• Support for enterprise</li> </ul>	
<p><b>Procedural</b> <i>What should they be able to do?</i></p>	<p>Topic Area 1:</p> <ul style="list-style-type: none"> <li>• Be able to research a competitor’s strengths, weaknesses and their unique selling point.</li> <li>• Be able to analyse the external business environment.</li> <li>• Be able to create a brand personality for a business proposal.</li> <li>• Be able to describe a combination of brand methods to meet a target customer.</li> <li>• Be able to review strengths and weaknesses of a unique selling point (USP).</li> </ul> <p>Topic Area 2:</p> <ul style="list-style-type: none"> <li>• Be able to describe promotional objectives and key performance indicators (KPI’s).</li> <li>• Be able to create digital and non-digital materials to raise awareness of a product.</li> <li>• Be able to create a timeframe for a promotional campaign.</li> </ul> <p>Topic Area 3:</p>	<p>Topic Area 1: Characteristics, risk and reward for enterprise Students should be able to:</p> <ul style="list-style-type: none"> <li>• Identify the characteristics shared by successful entrepreneurs</li> <li>• Explain why each characteristic may help the entrepreneur to be successful</li> <li>• Identify the potential rewards and drawbacks for risk taking</li> </ul> <p>Topic Area 2: Market research to target a specific customer Students should be able to:</p> <ul style="list-style-type: none"> <li>• Summarise the purpose of market research.</li> <li>• Explain why and when entrepreneurs need to carry out marketing research.</li> <li>• Explain the difference between primary and secondary market research.</li> <li>• Summarise the primary and secondary market research methods that could be used.</li> <li>• Explain the relative advantages and disadvantages of each primary and secondary market research method/source.</li> <li>• Explain the benefits and limitations of data.</li> <li>• Explain the meaning of market segmentation and how a market can be segmented.</li> <li>• Analyse the benefits of market segmentation to a business.</li> </ul> <p>Topic Area 3: What makes a product financially viable Students should be able to:</p>		

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	<ul style="list-style-type: none"> <li>• Be able to explain factors that should be considered when planning a pitch for a business proposal.</li> <li>• Be able to produce resources and materials for a target audience.</li> <li>• Be able to respond to questions posed by an audience.</li> <li>• Be able to provide feedback to peers on business proposals.</li> <li>• Be able to refine pitching plans and materials based on feedback.</li> <li>• Be able demonstrate effective time management skills.</li> </ul> <p>Topic Area 4:</p> <ul style="list-style-type: none"> <li>• Be able to review and evaluate their presentation skills looking at strengths and areas for development.</li> <li>• Be able to review a business proposal using multiple sources.</li> <li>• Be able to identify the likely success of a business proposal.</li> <li>• Be able to identify strengths and areas for development for their own business proposal.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify a range of costs incurred to produce a product.</li> <li>• Explain the difference between fixed, variable, and total costs.</li> <li>• Calculate the fixed cost, variable cost, and total cost for level of output and per unit produced.</li> <li>• Define the term 'revenue'.</li> <li>• Calculate the revenue generated by a business or from selling a product.</li> <li>• Rearrange revenue formula to find a missing element.</li> <li>• Explain the difference between profit and loss.</li> <li>• Calculate the profit or loss made (both per unit and for a specific level of output).</li> <li>• Define the term 'break-even' and calculate the break-even quantity.</li> <li>• Rearrange a break-even formula to find a missing element.</li> <li>• Interpret a break-even graph to identify the break-even point.</li> <li>• Explain how break-even information may be used by an entrepreneur.</li> <li>• Explain the difference between cash and profit.</li> <li>• Explain the consequences of a lack of cash for a business.</li> <li>• Explain ways to increase profitability</li> </ul> <p>Topic area 4: Creating a marketing mix to support a product</p> <ul style="list-style-type: none"> <li>• Identify the four elements of the marketing mix</li> <li>• Explain what is meant by the marketing mix and why each element is important</li> <li>• Explain how the elements of the marketing mix work together to create a specific brand image</li> <li>• Explain how the marketing mix elements must be considered to appeal to and satisfy the target market segment's needs</li> <li>• Identify a range of non-digital advertising mediums</li> <li>• Explain that relative advantages and disadvantages of a range of non-digital advertising mediums</li> <li>• Identify a range of digital advertising mediums</li> <li>• Explain that relative advantages and disadvantages of a range of digital advertising mediums</li> <li>• Identify a range of sales promotion techniques</li> <li>• Explain that relative benefits and limitations of a range of sales promotion techniques</li> <li>• Identify a range of public relations methods</li> <li>• Explain that relative benefits and limitations of a range of public relations methods</li> <li>• Explain how a good/service can be sold to the consumer</li> <li>• Explain the growth in digital channels</li> <li>• Explain the advantages and disadvantages of physical and digital channels</li> <li>• Explain what is meant by the product lifecycle</li> <li>• Explain the features of the different stages of the product lifecycle</li> </ul>	
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			<ul style="list-style-type: none"> <li>• Explain what is meant by extension strategies and the impact of on the product lifecycle for a specific product</li> <li>• Identify a range of extension strategies</li> <li>• Explain that relative advantages and disadvantages of different extension strategies</li> <li>• Explain the factors to consider when pricing a product</li> <li>• Identify a range of pricing strategies</li> <li>• Explain that relative advantages and disadvantages of a range of pricing strategies</li> </ul> <p><b>Topic area 5: Factors to consider when starting up and running an enterprise</b></p> <ul style="list-style-type: none"> <li>• Identify appropriate forms of ownership for business start-ups</li> <li>• Explain the features of each form of ownership</li> <li>• Explain the implications of limited and unlimited liability to the owners of a business</li> <li>• Explain the relative advantages and disadvantages of each form of ownership</li> <li>• Identify appropriate forms of ownership for business start-ups</li> <li>• Explain the features of becoming a franchisee</li> <li>• Explain the relative advantages and disadvantages of becoming a franchisee</li> <li>• Identify sources of capital for business start-ups and expansion</li> <li>• Explain the reasons why a business may need additional capital</li> <li>• Explain the relative advantages and disadvantages of each source of capital</li> <li>• Recommend appropriate sources of capital for a business scenario</li> <li>• Identify sources of support for enterprise</li> <li>• Explain the type of support that each source may offer</li> <li>• Explain the relative advantages and limitations of sources of support</li> </ul>			
<p><b>Disciplinary Literacy (Tier 3 Vocab)</b></p>	<p>Tier 3 Disciplinary literacy linked to the unit of study:</p> <ul style="list-style-type: none"> <li>• Brand</li> <li>• Typeface</li> <li>• Customer Loyalty</li> <li>• Endorsement</li> <li>• Timeframe</li> <li>• Key Performance Indicators (KPIs)</li> <li>• Campaign</li> <li>• Pitch</li> <li>• Time management</li> </ul>	<p>Tier 3 Disciplinary literacy linked to the unit of study:</p> <ul style="list-style-type: none"> <li>• Development</li> <li>• Recommendation</li> <li>• Financial predictions</li> <li>• Panel</li> <li>• Audience</li> <li>• Professionalism</li> <li>• Refinement</li> </ul>	<p>Tier 3 Disciplinary literacy linked to the unit of study:</p> <ul style="list-style-type: none"> <li>• Innovation</li> <li>• Risk-taking</li> <li>• Communication</li> <li>• Negotiation</li> <li>• Determination</li> <li>• Financial</li> <li>• Commerce</li> <li>• Profit</li> <li>• Retention</li> <li>• Franchise</li> <li>• Liability</li> </ul>	<p>Tier 3 Disciplinary literacy linked to the unit of study:</p> <ul style="list-style-type: none"> <li>• Market</li> <li>• Segmentation</li> <li>• Development</li> <li>• Consumer</li> <li>• Data</li> <li>• Statistics</li> <li>• Promotion</li> </ul>	<p>Tier 3 Disciplinary literacy linked to the unit of study:</p> <ul style="list-style-type: none"> <li>• Digital</li> <li>• Non digital</li> <li>• Loyalty schemes</li> <li>• Sponsorship</li> <li>• Endorsement</li> <li>• Competitive pricing</li> <li>• Psychological pricing</li> <li>• Price skimming</li> <li>• Price penetration</li> <li>• Liability</li> <li>• Limited liability</li> <li>• Distribution</li> <li>• Chamber of commerce</li> </ul>	

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<p><b>Assessment</b></p>	<p><b>Key assessed piece</b> Coursework progress (RO69) – 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><b>Key assessed piece</b> Coursework completion (RO69) – 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><b>Key assessed piece</b> Students will complete their <b>first</b> attempt at the external examination set by OCR. This will assess all elements of RO67 (Enterprise and Marketing Concepts).</p>	<p><b>Key assessed piece</b> Students will have focused assessment practice during this half term. Students assessment tasks will either;</p> <ul style="list-style-type: none"> <li>• Look at methods of developing or improving coursework tasks</li> <li>• Support progress and development for external assessment tasks.</li> </ul>	<p><b>Key assessed piece</b> Students will complete their <b>second</b> attempt at the external examination set by OCR (if appropriate). This will assess all elements of RO67 (Enterprise and Marketing Concepts).</p>	
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