



# FRAMEWORK FOR LEARNING

## CREATIVE

An education where imagination, curiosity and resilience enable us to ignite our learning.

## HAPPY

A shared belief that optimism, empathy and responsibility are the foundations for a respectful, safe and inclusive community.

## SUCCESSFUL

Individuals who are ready to learn, practise being reflective, and are motivated to become champions.

## SUBJECT

### ENTERPRISE AND MARKETING

## INTENT

By studying Enterprise and Marketing students will build real and relevant skills for the future. They will have the opportunity to apply knowledge and practical skills in enterprise and marketing. Students will build independence and confidence in using skills that are relevant to the business and enterprise sectors. They will also build invaluable transferable skills such as analytical skills, creative thinking, digital presentation, planning, research, self-management and verbal communication.

In Enterprise and Marketing, students will develop knowledge and understanding of key topics that will prepare them for their future studies in Enterprise and Marketing. Throughout the course they will cover:

#### **R067 Enterprise and marketing concepts - Exam**

- Develop a knowledge and understanding of the characteristics, risks, and rewards for enterprise.
- Develop a knowledge and understanding of market research to target a specific customer.
- Develop a knowledge and understanding of what makes a product financially viable.
- Develop a knowledge and understanding of creating a marketing mix to support a product.
- Develop a knowledge and understanding of factors to consider when starting up and running an enterprise.

#### **R068 Design a business proposal – NEA (Non-Examined Assessment)**

- Develop a knowledge and understanding of market research and be able to carry out market research to aid decisions relating to a business proposal.
- Develop a knowledge and understanding of appropriate market research tools and be able to use them appropriately for a business proposal.
- Develop a knowledge and understanding of how to review market research results and be able to review the results for a business proposal.
- Develop a knowledge and understanding of how to identify potential customers and be able to build a customer profile based on market research findings.
- Develop a knowledge and understanding of the design mix and be able to create one for a new product.



- Develop a knowledge and understanding of how to design a product and be able to do so for a business proposal.
- Develop a knowledge and understanding of how to effectively review a design and be able to do this for a product proposal.
- Develop a knowledge and understanding of how to finalise design after feedback and effectively carry out this process for a business proposal design.
- Develop a knowledge and understanding of how to calculate costs, revenue, break-even and profit relating to a business proposal and be able to apply these skills to a business proposal.
- Develop a knowledge and understanding of different pricing strategies and be able to effectively apply these to a business proposal.
- Develop a knowledge and understanding of how to assess if a business proposal is financially viable and carry out an assessment of a business proposal.
- Develop a knowledge and understanding of the risks and challenges that a business may face when launching a new product and be able to explain them for a business proposal.
- Develop a knowledge and understanding.

#### **R069 Market and pitch a business proposal - NEA.**

- Develop a knowledge and understanding of brand identity to target a specific customer and be able to create a brand identity for a business proposal.
- Develop a knowledge and understanding of how to create a promotional campaign for a brand and product and be able to create a campaign for a business proposal.
- Develop a knowledge and understanding of how to plan and pitch a business proposal and be able to plan and pitch their own business proposal.
- Develop a knowledge and understanding of how to review a brand proposal, promotional campaign and professional pitch and be able to do this for a business proposal.



## YEAR GROUP

**YEAR 10**

## RATIONAL / NARRATIVE

During year 10 students will cover a range of different topics from across the 3 units of study to ensure that they develop a broad understanding. Students will complete R067 NEA in Spring 2 and Summer 1 to ensure they have completed all elements of the course by the end of year 11.

The course has been designed to allow students to cover the theory elements for the exam and then the NEA topic that links. This not only allows students to develop a broad knowledge but also helps them apply their knowledge to a practical activity to support their understanding and will help them embed this knowledge.

## TERM KNOWLEDGE

AUTUMN 1	AUTUMN 2	SPRING 1	SPRING 2	SUMMER 1	SUMMER 2
<p><b>R067: Enterprise and marketing concepts</b></p> <p><b>Topic Area 1:</b> Market research to target a specific customer.</p> <ul style="list-style-type: none"> <li>The purpose of market research</li> <li>Primary 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><b>Unit R068: Design a business proposal.</b></p> <p><b>Topic Area 1:</b> Market Research</p> <ul style="list-style-type: none"> <li>How to select appropriate primary and secondary market research methods and data types to complete meaningful research.</li> <li>Sampling methods</li> </ul>	<p><b>R068: Design a business proposal.</b></p> <p><b>R068: NEA – Task 1:</b> Complete Market research to aid decisions.</p> <ul style="list-style-type: none"> <li>Aims of market research</li> <li>Selecting appropriate market research tools</li> <li>Selecting sampling methods</li> <li>Creating market research tools</li> <li>Collating results of market research</li> <li>Reviewing results of market research</li> </ul>	<p><b>R067: Enterprise and marketing concepts..</b></p> <p><b>Topic Area 2:</b> How to identify a customer profile.</p> <ul style="list-style-type: none"> <li>Identify potential customers and build a customer profile based on market research findings.</li> <li>How to apply market segmentation to build a customer profile.</li> </ul> <p><b>R068: NEA – Task 2:</b> Identify a customer profile.</p> <ul style="list-style-type: none"> <li>Create and describe a customer profile.</li> <li>Explain customer profile decision.</li> </ul>	<p><b>R068: Design a business proposal.</b></p> <p><b>Topic Area 3:</b> Develop a product proposal.</p> <ul style="list-style-type: none"> <li>Create a design mix for a new product.</li> <li>Produce designs for a new product – Use market research to inform product design.</li> </ul> <p><b>R068: NEA – Task 3:</b> Produce a design proposal.</p> <p><b>Topic Area 3:</b> Develop a product proposal.</p> <ul style="list-style-type: none"> <li>Review designs for a product proposal</li> <li>How to review designs for a product proposal</li> <li>How to finalise a design after feedback</li> </ul> <p><b>R068: NEA – Task 4:</b> Develop a product proposal</p>	<p><b>R068: Design a business proposal.</b></p> <p><b>Topic Area 4:</b> Review whether a business proposal is financially viable.</p> <ul style="list-style-type: none"> <li>Calculate costs, revenue, break-even and profit relating to a business proposal</li> <li>Apply an appropriate pricing strategy</li> <li>Review the likely financial viability of a business proposal</li> </ul> <p><b>R068: NEA – Task 5:</b> Review whether a business proposal is financially viable.</p>	<p><b>R068: Design a business proposal.</b></p> <p><b>Topic Area 5:</b> Review the likely success of the business proposal.</p> <ul style="list-style-type: none"> <li>Risks and challenges when launching a new product.</li> <li>Identify the risks and challenges when launching a new product.</li> <li>How the impact of risks and challenges can be minimised/ overcome</li> </ul> <p><b>R068: NEA – Task 6:</b> Review factors that may impact the success of the business proposal.</p>



<b>SKILLS</b>	<ul style="list-style-type: none"> <li>How to use appropriate market research tools for a business proposal</li> <li>How to choose a sampling method appropriate to a given scenario</li> <li>How to review the results of market research</li> <li>Methods of collating data</li> </ul>					
	<ul style="list-style-type: none"> <li>Selecting appropriate primary and secondary market research methods</li> <li>Selecting and using sampling methods</li> <li>Reviewing results of market research</li> <li>Using different methods to collate data.</li> <li>Identifying and selection information</li> <li>Exam techniques</li> </ul>	<ul style="list-style-type: none"> <li>Building a customer profile</li> <li>Applying market segmentation</li> <li>Develop a product proposal.</li> <li>Creating a design mix</li> <li>Producing product designs</li> <li>Reviewing designs</li> <li>Identifying and selection information</li> <li>Exam techniques</li> </ul>	<ul style="list-style-type: none"> <li>Calculating the costs of a product</li> <li>Calculating revenue, profit, and loss</li> <li>Applying appropriate pricing strategies</li> <li>Reviewing the financial viability of a business proposal</li> <li>Identifying and selection information</li> <li>Exam techniques</li> </ul>	<ul style="list-style-type: none"> <li>Identify risks and challenges of launching a new product.</li> <li>Carrying out primary and secondary research</li> <li>Carrying out market segmentation</li> <li>Create a customer profile.</li> <li>Create design ideas.</li> <li>Identifying and selection information</li> <li>Exam techniques</li> </ul>	<ul style="list-style-type: none"> <li>Completing and responding to feedback</li> <li>Applying appropriate pricing strategies to a business proposal</li> <li>Creating a marketing mix</li> <li>Develop a brand identity.</li> <li>Identifying and selection information</li> <li>Exam techniques</li> </ul>	<ul style="list-style-type: none"> <li>Create a marketing mix to support a product.</li> <li>Create a promotional campaign.</li> <li>Create appropriate promotional materials.</li> <li>Identifying and selection information</li> <li>Exam techniques</li> </ul>
<b>ASSESSMENT</b>	<p><b>Marking Point 1:</b> Market research to target a specific customer assessment.</p> <p><b>Marking Point 2:</b> Market research activity</p>	<p><b>Marking Point 1:</b> Customer Profile Assessment</p> <p><b>Marking Point 2:</b> Product Proposal Assessment</p>	<p><b>Marking Point 1:</b> Spring Exam</p> <p><b>Marking Point 2:</b> Product Viability Assessment</p>	<p><b>Marking Point 1:</b> Likely success of a business proposal task</p> <p><b>Marking Point 2:</b> Environmental impact of product research</p>	<p><b>Marking Point 1:</b> NEA assessment</p> <p><b>Marking Point 2:</b> Marketing Mix Assessment</p>	<p><b>Marking Point 1:</b> Summer Exam OCR based progress test.</p> <p><b>Marking Point 2:</b> Extension Strategies Assessment</p>
<b>HOME LEARNING</b>	<p><b>Home Learning task 1:</b> Market Research Revision Questions</p> <p><b>Home Learning task 2:</b> Types of data Revision Questions</p> <p><b>Home Learning task 3:</b> Market Segmentation Revision Questions</p>	<p><b>Home Learning task 4:</b> Customer Profile Revision Questions</p> <p><b>Home Learning task 5:</b> Design Mix Revision Questions</p> <p><b>Home Learning task 6:</b> Progress Test Revision</p>	<p><b>Home Learning task 7:</b> Progress Test Revision</p> <p><b>Home Learning task 8:</b> Costs Revision Questions</p> <p><b>Home Learning task 9:</b> Revenue, Profit and Loss Revision Questions</p>	<p><b>Home Learning task 10:</b> Business Proposal Revision Questions</p> <p><b>Home Learning task 11:</b> Primary and Secondary Research Revision Questions</p> <p><b>Home Learning task 12:</b> Market Segmentation and</p>	<p><b>Home Learning task 13:</b> Pricing Strategies Revision Questions</p> <p><b>Home Learning task 14:</b> Marketing Mix Revision Questions</p> <p><b>Home Learning task 15:</b> Brand Identity Revision Questions</p>	<p><b>Home Learning task 16:</b> Progress Test Revision</p> <p><b>Home Learning task 17:</b> Extension Strategies Revision Questions</p> <p><b>Home Learning task 18:</b> Promotional campaign Revision Questions</p>



## READING, WRITING, TALK, NUMERACY

			Customer profile Revision Questions		
<ul style="list-style-type: none"> <li>• <b>Reading:</b> Students will read a range of different text as well as online resources. This half term students will focus on developing their skills in breaking down information and learning new vocab.</li> <li>• <b>Writing:</b> Students will develop a range of different writing skills including expository, summarising, explaining, and answering exam questions. Some of the exam questions will be extended writing.</li> <li>• <b>Oracy:</b> Students will focus on develop their listening and responding skills (Social and Emotional) and their use of appropriate language (Linguistic)</li> </ul> <p><b>SEEC used for Tier 3</b></p> <p><b>Vocab:</b></p> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Primary market research</li> <li>• Secondary market research</li> <li>• Market Segmentation</li> <li>• Target marketing</li> <li>• Sampling methods</li> <li>• Business proposal</li> <li>• Collating</li> </ul> <p><b>Numeracy:</b> Students will use a range of numeracy skills. They will examine</p>	<ul style="list-style-type: none"> <li>• <b>Reading:</b> Students will read a range of different text as well as online resources. This half term students will focus on developing their skills in learning new vocab, predict and infer.</li> <li>• <b>Writing:</b> Students will develop a range of different writing skills including expository, summarising, explaining, and answering exam questions. Some of the exam questions will be extended writing.</li> <li>• <b>Oracy:</b> Students will focus on developing their clarity and summarising skills (Cognitive). They will also continue to develop their listening and responding.</li> </ul> <p><b>SEEC used for Tier 3</b></p> <p><b>Vocab:</b></p> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Business aims.</li> <li>• Sampling methods</li> <li>• Primary Market Research</li> <li>• Secondary Market Research</li> <li>• Analysing</li> </ul> <p><b>Numeracy:</b> Students will use a range of numeracy skills. They will build a customer profile using</p>	<ul style="list-style-type: none"> <li>• <b>Reading:</b> Students will read a range of different text as well as online resources. This half term students will focus on developing their skills in asking questions, learning new vocab and infer.</li> <li>• <b>Writing:</b> Students will develop a range of different writing skills including expository, summarising, explaining, and answering exam questions. Some of the exam questions will be extended writing.</li> <li>• <b>Oracy:</b> Students will focus on developing their use of appropriate vocabulary choice (Linguistic). They will also develop working with others (Social and Emotional)</li> </ul> <p><b>SEEC used for Tier 3</b></p> <p><b>Vocab:</b></p> <ul style="list-style-type: none"> <li>• Customer Profile</li> <li>• Design Mix</li> <li>• Selling price</li> <li>• Added value.</li> <li>• Break-even</li> <li>• Profit</li> <li>• Product Design</li> <li>• Product Proposal</li> <li>• Business Brief</li> </ul> <p><b>Numeracy:</b> Students will use a range of numeracy skills. They will learn a</p>	<ul style="list-style-type: none"> <li>• <b>Reading:</b> Students will read a range of different text as well as online resources. This half term students will focus on developing their skills in asking questions, learning new vocab and infer.</li> <li>• <b>Writing:</b> Students will develop a range of different writing skills including expository, summarising, explaining, and answering exam questions. Some of the exam questions will be extended writing.</li> <li>• <b>Oracy:</b> Students will focus on developing their use of appropriate vocabulary choice (Linguistic). They will also develop working with others (Social and Emotional)</li> </ul> <p><b>SEEC used for Tier 3</b></p> <p><b>Vocab:</b></p> <ul style="list-style-type: none"> <li>• Customer Profile</li> <li>• Design Mix</li> <li>• Selling price</li> <li>• Added value.</li> <li>• Break-even</li> <li>• Profit</li> <li>• Product Design</li> <li>• Product Proposal</li> <li>• Business Brief</li> </ul> <p><b>Numeracy:</b> Students will use a range of numeracy skills. They will need to</p>	<ul style="list-style-type: none"> <li>• <b>Reading:</b> Students will read a range of different text as well as online resources. This half term students will focus on developing their skills in empathise, relating to experience and predict.</li> <li>• <b>Writing:</b> Students will continue with their NEA and will need to explain the feedback that they have received. They will also be expected to justify their pricing strategies.</li> </ul> <p><b>Oracy:</b> Students will continue to develop their working with others and listening and responding skills (Social and Emotional). They will also focus on developing their reasoning skills. (Cognitive)</p> <p><b>SEEC used for Tier 3</b></p> <p><b>Vocab:</b></p> <ul style="list-style-type: none"> <li>• Calculations</li> <li>• Pricing strategies</li> <li>• Business proposal</li> <li>• Marketing Mix</li> <li>• Market Segmentation</li> <li>• Advertising medium</li> <li>• Sales promotion</li> <li>• Brand identity</li> <li>• Unique Selling Point</li> </ul> <p><b>Numeracy:</b> Students will use a range of numeracy skills. They will need to apply a number of the</p>	<ul style="list-style-type: none"> <li>• <b>Reading:</b> Students will read a range of different text as well as online resources. This half term students will focus on developing their skills in relating to their own experience, infer and asking questions.</li> <li>• <b>Writing:</b> Students will develop a range of different writing skills including expository, summarising, explaining, and answering exam questions. Some of the exam questions will be extended writing.</li> <li>• <b>Oracy:</b> Students will continue to develop their social and emotional skills and their linguistic skills. Focusing on listening and responding and appropriate language choices.</li> </ul> <p><b>SEEC used for Tier 3</b></p> <p><b>Vocab:</b></p> <ul style="list-style-type: none"> <li>• Public relations</li> <li>• Product lifecycle</li> <li>• Development</li> <li>• Introduction</li> <li>• Growth</li> <li>• Maturity</li> <li>• Decline</li> <li>• Consumer</li> <li>• Product lifecycle</li> <li>• Extension strategies</li> </ul>



## TIER 2 VOCABULARY

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<p>the different types of data generated by market research. Student will also use sampling methods and analyse the results of market research</p>	<p>their market research findings. They will need to ensure that this data has been analysed and interpreted.</p>	<p>range of different formulas to calculate costs (fixed and variable), Revenue, profit and loss. Students will also need to consider the price of items.</p>	<p>apply a number of the skills they develop in the first term and a half to their NEA assessment.</p>	<p>skills they develop in the first term and a half to their NEA assessment</p>	<ul style="list-style-type: none"> <li>Promotional Campaign</li> <li>Key Performance Indicators (KPIs)</li> </ul> <p><b>Numeracy:</b> Students will use a range of numeracy skills. They will focus on pricing strategies and how these are calculated to support the marketing of a product.</p>
<ul style="list-style-type: none"> <li>Analyse</li> <li>Annotate</li> <li>Calculate</li> <li>Choose</li> <li>Circle</li> <li>Compare and contrast.</li> <li>Complete</li> <li>Create</li> <li>Describe</li> <li>Discuss</li> <li>Draw</li> <li>Evaluate</li> <li>Explain</li> <li>Fill in</li> <li>Identify</li> <li>Justify</li> <li>Label</li> <li>Outline</li> <li>State</li> </ul>	<ul style="list-style-type: none"> <li>Analyse</li> <li>Annotate</li> <li>Calculate</li> <li>Choose</li> <li>Circle</li> <li>Compare and contrast.</li> <li>Complete</li> <li>Create</li> <li>Describe</li> <li>Discuss</li> <li>Draw</li> <li>Evaluate</li> <li>Explain</li> <li>Fill in</li> <li>Identify</li> <li>Justify</li> <li>Label</li> <li>Outline</li> <li>State</li> </ul>	<ul style="list-style-type: none"> <li>Analyse</li> <li>Annotate</li> <li>Calculate</li> <li>Choose</li> <li>Circle</li> <li>Compare and contrast.</li> <li>Complete</li> <li>Create</li> <li>Describe</li> <li>Discuss</li> <li>Draw</li> <li>Evaluate</li> <li>Explain</li> <li>Fill in</li> <li>Identify</li> <li>Justify</li> <li>Label</li> <li>Outline</li> <li>State</li> </ul>	<ul style="list-style-type: none"> <li>Analyse</li> <li>Annotate</li> <li>Calculate</li> <li>Choose</li> <li>Circle</li> <li>Compare and contrast.</li> <li>Complete</li> <li>Create</li> <li>Describe</li> <li>Discuss</li> <li>Draw</li> <li>Evaluate</li> <li>Explain</li> <li>Fill in</li> <li>Identify</li> <li>Justify</li> <li>Label</li> <li>Outline</li> <li>State</li> </ul>	<ul style="list-style-type: none"> <li>Analyse</li> <li>Annotate</li> <li>Calculate</li> <li>Choose</li> <li>Circle</li> <li>Compare and contrast.</li> <li>Complete</li> <li>Create</li> <li>Describe</li> <li>Discuss</li> <li>Draw</li> <li>Evaluate</li> <li>Explain</li> <li>Fill in</li> <li>Identify</li> <li>Justify</li> <li>Label</li> <li>Outline</li> <li>State</li> </ul>	<ul style="list-style-type: none"> <li>Analyse</li> <li>Annotate</li> <li>Calculate</li> <li>Choose</li> <li>Circle</li> <li>Compare and contrast.</li> <li>Complete</li> <li>Create</li> <li>Describe</li> <li>Discuss</li> <li>Draw</li> <li>Evaluate</li> <li>Explain</li> <li>Fill in</li> <li>Identify</li> <li>Justify</li> <li>Label</li> <li>Outline</li> <li>State</li> </ul>
<ul style="list-style-type: none"> <li>Market Research</li> <li>Entrepreneurs</li> <li>Market</li> <li>Product development</li> <li>Good Services</li> <li>Primary market research</li> <li>Secondary market research</li> <li>Quantitative data</li> <li>Qualitative data</li> <li>Market Segmentation</li> </ul>	<ul style="list-style-type: none"> <li>Market Segmentation</li> <li>Customer Profile</li> <li>Design Mix</li> <li>Function</li> <li>Aesthetics</li> <li>Economic manufacture</li> <li>Unique Selling Point</li> </ul>	<ul style="list-style-type: none"> <li>Fixed Costs</li> <li>Variable Costs</li> <li>Total Costs</li> <li>Revenue</li> <li>Profit</li> <li>Loss</li> <li>Break-even</li> <li>Pricing strategy</li> <li>Market research</li> <li>Customer profile</li> <li>Financial Viability</li> </ul>	<ul style="list-style-type: none"> <li>External Factors</li> <li>Competitors</li> <li>Consumer demand</li> <li>Budget</li> <li>Political</li> <li>Economic</li> <li>Social</li> <li>Technological</li> <li>Legal</li> <li>Environmental</li> <li>Ethical</li> <li>Contingency planning</li> </ul>	<ul style="list-style-type: none"> <li>Calculations</li> <li>Pricing strategies</li> <li>Risk</li> <li>Business proposal</li> <li>Marketing Mix</li> <li>Product</li> <li>Price</li> <li>Place</li> <li>Promotion</li> <li>Market Segmentation</li> <li>Advertising medium</li> <li>Sales promotion</li> </ul>	<ul style="list-style-type: none"> <li>Public relations</li> <li>Product placement</li> <li>Celebrity endorsement</li> <li>Press/ media releases</li> <li>Goods</li> <li>Services</li> <li>Consumer</li> <li>Product lifecycle</li> <li>Development</li> <li>Introduction</li> <li>Growth</li> </ul>



## PSPSMC, BRITISH VALUES AND DIVERSITY

<ul style="list-style-type: none"> <li>• Target marketing</li> <li>• Sampling methods</li> <li>• Business proposal</li> <li>• Collating</li> </ul>			<ul style="list-style-type: none"> <li>• Economic conditions</li> <li>• Market Research</li> <li>• Business proposal</li> <li>• Primary Research</li> <li>• Secondary Research</li> <li>• Qualitative data</li> <li>• Quantitative data</li> <li>• Customer profile</li> <li>• Design idea</li> </ul>	<ul style="list-style-type: none"> <li>• Brand</li> <li>• Branding</li> <li>• Brand identity</li> <li>• Brand personality</li> <li>• Brand image</li> <li>• Brand recognition</li> <li>• Differentiation</li> <li>• Adding Value</li> <li>• Customer Loyalty</li> <li>• Competing brands</li> <li>• Unique Selling Point</li> <li>• Economic</li> <li>• Social</li> <li>• Technological</li> <li>• Environmental</li> </ul>	<ul style="list-style-type: none"> <li>• Maturity</li> <li>• Decline</li> <li>• Extension strategies</li> <li>• Advertising</li> <li>• Adding Value</li> <li>• Income levels</li> <li>• Cost of production</li> <li>• Competitive pricing</li> <li>• Psychological Pricing</li> <li>• Price Skimming</li> <li>• Price Penetration</li> <li>• Promotional Campaign</li> <li>• Market presence</li> <li>• Market share</li> <li>• Campaign</li> <li>• Key Performance Indicators (KPIs)</li> <li>• Customer profile</li> <li>• Promotional materials</li> </ul>
<p><b>Personal:</b> Develop an understanding of how businesses segment their markets and how they can target them as consumers.</p> <p><b>Social:</b> Paired exploration of products and how to review them.</p> <p><b>British value:</b> Understand how different segments of the population may be targeted by businesses.</p> <p><b>Moral:</b> Understand how important it is for businesses to be ethical when conducting market research</p> <p><b>Cultural:</b> Understanding how different customer profiles are built and used by businesses taking into account different cultures and communities.</p>		<p><b>Personal:</b> Develop an understanding of how to calculate different costs within a business</p> <p><b>Social:</b> Paired exploration of products and how to review them.</p> <p><b>British value:</b> Understand the risks different businesses must take when launching a new product.</p> <p><b>Moral:</b> Understand how factors outside a business's control may impact their business.</p> <p><b>Cultural:</b> Understanding how businesses minimize and overcome challenges when targeting customers from different cultures and communities.</p>		<p><b>Personal:</b> Develop transferable skills in developing a business proposal</p> <p><b>Social:</b> Give feedback to students about their business proposal</p> <p><b>British value:</b> Consideration of public relations and how to sell goods and services.</p> <p><b>Moral:</b> Understand how promotional campaigns are used and developed.</p> <p><b>Cultural:</b> Understanding to raise awareness of products and services to a range of people from different cultures and communities.</p>	