



CHS South Curriculum Intent

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

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

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

CHS South Curriculum Area Framework for Learning – Year 10

SUBJECT	Enterprise and Marketing
INTENT	<p>In Enterprise and Marketinggcse students will develop knowledge and understanding of key topics that will prepare them for their future studies in Enterprise and Marketing. During Year 10 students will:</p> <ul style="list-style-type: none"> • Develop a knowledge and understanding of how to target a market using customer and market segmentation • Understand the purpose of market research and the different methods that can be collect data. • Develop an understanding of the different types of customer feedback techniques • Develop a knowledge and understanding of what makes a product or service financially viable • Develop a knowledge and understanding of product development • Develop a knowledge and understanding of how to attract and retain customers • Develop a knowledge and understanding of the factors that need to be considered when starting a business • Be able to identify the customer profile for a business challenge • Be able to complete market research to aid decision relating to a business challenge • Be able to develop a design proposal for a business challenge • Be able to review whether a business proposal is viable



CHS SOUTH: CURRICULUM

Year Group	10					
Rationale/ Narrative	<p>This course is new to students and will be completed during Year 10 and 11. The course is assessed via 3 units. R064: Enterprise and marketing concepts (External Exam), R065: Design a business proposal (Centre Assessed Coursework) and R066: Market and pitch a business proposal (Centre Assessed Coursework).</p> <p>Students will begin by studying the content of R064 to allow them to build their knowledge of Enterprise and Marketing and allow them to sit their first attempt at the external exam in May 2022. They will also cover the content for R065 and complete their coursework in the summer term.</p>					
	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
KNOWLEDGE	<p>R064 - Enterprise and marketing concepts</p> <p>LO1: Understand how to target a market including segmentation, market research, and customer feedback.</p> <ul style="list-style-type: none"> • What is a customer? • Difference between product/services/ • How market segmentation is used by business to target customers • The benefits of market segmentation • Different types of market segmentation • What is market research? • Primary research • Secondary Research 	<p>R064 - Enterprise and marketing concepts</p> <p>LO2: Understand what makes a product or service financially viable including fixed and variable costs, revenue, profit and breakeven.</p> <ul style="list-style-type: none"> • Fixed Cost • How to calculate total revenue • Break-even and break-even graphs <p>How profit is calculated in unit and output by business.</p> <p>LO3: Understand product development including product lifecycle, extension strategies, product differentiation, UPs and external factors.</p>	<p>R064 - Enterprise and marketing concepts</p> <p>LO3: Understand product development including product lifecycle, extension strategies, product differentiation, UPs and external factors.</p> <ul style="list-style-type: none"> • Introduction to the concept of the product lifecycle • Creating product differentiation in business • Impact of external factors on product development focusing. <p>LO4: Understand how to attract and retain customer including income, competitors, production costs, pricing strategies, advertising</p>	<p>R064 - Enterprise and marketing concepts</p> <p>LO4: Understand how to attract and retain customer including income, competitors, production costs, pricing strategies, advertising methods, sale promotion techniques.</p> <ul style="list-style-type: none"> • How businesses consider how to price a product to attract/retain customers • Importance of good customer service to attract and retain customers for a business focusing. • Different forms and features of business ownership for business start-ups • Sources of capital to start up a business. • Business Plan details 	<p>R064 - Enterprise and marketing concepts</p> <p>LO5: Understand factors for consideration when starting up a business</p> <ul style="list-style-type: none"> • Sources of capital to start up a business • The importance of business planning • Business Plan <p>LO6: Understand different functional activities needed to support a business start-up</p> <ul style="list-style-type: none"> • The purpose of the different function areas needed for a new business • Focus on human resources functions including Recruitment and selection, Training and development, Performance management, Health 	<p>R065 – Design a business proposal</p> <p>LO1: Be able to identify the customer profile for a business challenge</p> <ul style="list-style-type: none"> • How to identify customers and how businesses build a customer profile • Benefits of market segmentation and how this applied within businesses e.g. age, gender etc. <p>LO2: Be able to complete market research to aid decisions relating to a business challenge.</p> <ul style="list-style-type: none"> • Market Research to include primary/secondary methods, purpose, types, how to carry out research • Sampling methods used by business – How to



CHS SOUTH: CURRICULUM

	<ul style="list-style-type: none"> Difference between primary and secondary research. <p>LO2: Understand what makes a product or service financially viable including fixed and variable costs, revenue, profit and breakeven.</p> <ul style="list-style-type: none"> Fixed Cost How to calculate total revenue Break-even and break-even graphs How profit is calculated in unit and output by business. 	<ul style="list-style-type: none"> Introduction to the concept of the product lifecycle Creating product differentiation in business Impact of external factors on product development focusing. 	<p>methods, sale promotion techniques.</p> <ul style="list-style-type: none"> How businesses consider how to price a product to attract/retain customers Importance of good customer service to attract and retain customers for a business focusing. Different forms and features of business ownership for business start-ups Sources of capital to start up a business. Business Plan details 	<p>LO5: Understand factors for consideration when starting up a business</p> <ul style="list-style-type: none"> Different forms and features of business ownership for business start-ups to include Sole trader, partnership, franchises Sources of capital to start 	<p>and safety in the workplace and Compliance with employment legislation</p> <ul style="list-style-type: none"> Main activities of the marketing functions including marketing mix and market research Main activities of the operational function area: production, quality control, stock, and logistics to carry out research Sampling methods used by business – How to review the results of market research to include: data collection, presentation, analysis Using market research 	<p>review the results of market research to include: data collection, presentation, analysis</p> <ul style="list-style-type: none"> Using market research
SKILLS	<ul style="list-style-type: none"> Evaluation skills Metacognitive practice Exam technique Identifying and selecting information Breaking down key information 	<ul style="list-style-type: none"> Evaluation skills Metacognitive practice Exam technique Identifying and selecting information Breaking down key information 	<ul style="list-style-type: none"> Evaluation skills Metacognitive practice Exam technique Identifying and selecting information Breaking down key information 	<ul style="list-style-type: none"> Evaluation skills Metacognitive practice Exam technique Identifying and selecting information Breaking down key information 	<ul style="list-style-type: none"> Evaluation skills Metacognitive practice Exam technique Identifying and selecting information Breaking down key information 	<ul style="list-style-type: none"> Evaluation skills Metacognitive practice Identifying and selecting information Breaking down key information
ASSESSMENTS	<ul style="list-style-type: none"> Assessment 1 – Market segmentation and market research – Key assessed piece of work 1 Revision test – Breakeven - Key 	<ul style="list-style-type: none"> Autumn Progress Test - Key assessed piece of work 3 End of Topic Test – LO3 End of Topic Test – LO4 	<ul style="list-style-type: none"> Assessment 1 – Sample Assessment Material – R064- Key assessed piece of work 4 End of Topic Test – LO3 	<ul style="list-style-type: none"> Spring Progress Test - Key assessed piece of work 5 Research activity 	<ul style="list-style-type: none"> End of Topic Test – LO5 End of Topic Test – LO6 	<ul style="list-style-type: none"> LO1 – Identify the customer profile for a business challenge task Key assessed piece of work 6



CHS SOUTH: CURRICULUM

	assessed piece of work 2					<ul style="list-style-type: none"> LO2 – Market Research activity 7
HOME LEARNING	<ul style="list-style-type: none"> Home Learning task 1 – Revision Questions Home Learning task 2 – Revision Questions Home Learning task 3 – Revision Questions 	<ul style="list-style-type: none"> Home Learning task 4 – Progress Test Revision Home Learning task 5 – Revision Questions Home Learning task 6 – Revision Questions 	<ul style="list-style-type: none"> Home Learning task 7 – Revision Questions Home Learning task 8 – Revision Questions Home Learning task 9 - Revision Questions 	<ul style="list-style-type: none"> Home Learning task 10 – Progress Test Revision Home Learning task 11 – Revision Questions Home Learning task 12 - Revision Questions 	<ul style="list-style-type: none"> Home Learning task 13 – Revision Questions Home Learning task 14 – Revision Questions Home Learning task 15 - Revision Questions 	<ul style="list-style-type: none"> Home Learning task 16 – Revision Questions Home Learning task 17 – Revision Questions Home Learning task 18 – Revision Questions
READING, WRITING, TALK	<ul style="list-style-type: none"> Reading Strategies of ‘predicting’, ‘ask questions’ and ‘form opinions’ used regularly. Opportunities for talk and debate in every lesson using ‘Talk Protocols’. SEEC used for all Tier 3 Vocab 	<ul style="list-style-type: none"> Reading Strategies of ‘predicting’, ‘ask questions’ and ‘form opinions’ used regularly. Opportunities for talk and debate in every lesson using ‘Talk Protocols’. SEEC used for all Tier 3 Vocab. 	<ul style="list-style-type: none"> Reading Strategies of ‘predicting’, ‘ask questions’ and ‘form opinions’ used regularly. Opportunities for talk and debate in every lesson using ‘Talk Protocols’. SEEC used for all Tier 3 Vocab. 	<ul style="list-style-type: none"> Reading Strategies of ‘predicting’, ‘ask questions’ and ‘form opinions’ used regularly. Opportunities for talk and debate in every lesson using ‘Talk Protocols’. SEEC used for all Tier 3 Vocab. 	<ul style="list-style-type: none"> Reading Strategies of ‘predicting’, ‘ask questions’ and ‘form opinions’ used regularly. Opportunities for talk and debate in every lesson using ‘Talk Protocols’. SEEC used for all Tier 3 Vocab. 	<ul style="list-style-type: none"> Reading Strategies of ‘predicting’, ‘ask questions’ and ‘form opinions’ used regularly. Opportunities for talk and debate in every lesson using ‘Talk Protocols’. SEEC used for all Tier 3 Vocab.
TIER 3 VOCAB	<ul style="list-style-type: none"> Market Target Market Market Segmentation Customer Retention Market Share Market Research Qualitative data Quantitative data Focus group Primary research Secondary research Fixed costs Variable costs Total costs 	<ul style="list-style-type: none"> Product lifecycle Extension strategies Unique selling point (USP) Function Economic Manufacture Aesthetics Copyright Patent Competitive pricing Price skimming Psychological pricing Price penetration Sole trader 	<ul style="list-style-type: none"> Personal savings Loan Crowdfunding Small business grants Business angel Business Plan Entrepreneur Functional area Human resources 	<ul style="list-style-type: none"> Potential customers Market segmentation Sampling Design Prototype Pricing strategies Break-even point Collating data Customer profile Market research Market segmentation Primary research Pricing strategies Risks Self- assessment 	<ul style="list-style-type: none"> Break-even point Collating data Customer profile Market research Market segmentation Primary research Pricing strategies Risks Self- assessment Secondary research Targeting Target group 	<ul style="list-style-type: none"> Break-even point Collating data Customer profile Market research Market segmentation Primary research Pricing strategies Risks Self- assessment Secondary research Targeting Target group



CHS SOUTH: CURRICULUM

	<ul style="list-style-type: none"> • Profit • Break-even • Contribution • Cash flow 	<ul style="list-style-type: none"> • Franchise • Partnership • Limited liability • Memorandum of Association • Articles of Association 		<ul style="list-style-type: none"> • Secondary research • Targeting • Target group 		
PSPSMC, BRITISH VALUES	<p>Personal: Developing the valuable transferable skill of logical thinking.</p> <p>Social: Paired exploration of enterprise and marketing.</p> <p>British value: Consideration of target market and costs</p> <p>Moral: Giving peer feedback in a respectful manner.</p> <p>Cultural: Understanding the cultural environment of businesses</p>	<p>Personal: Developing the valuable transferable skill of logical thinking.</p> <p>Social: Paired exploration of enterprise and marketing.</p> <p>British value: Consideration of target market and costs</p> <p>Moral: Giving peer feedback in a respectful manner.</p> <p>Cultural: Understanding the cultural environment of businesses</p>		<p>Personal: Developing the valuable transferable skill of logical thinking.</p> <p>Social: Paired exploration of enterprise and marketing.</p> <p>British value: Consideration of target market and costs</p> <p>Moral: Giving peer feedback in a respectful manner.</p> <p>Cultural: Understanding the cultural environment of businesses</p>		