

KS4 Enterprise & Marketing Curriculum Mapping

Year 10						
Term	Autumn (1)	Autumn (2)	Spring (1)	Spring (2)	Summer (1)	Summer (2)
Topic(s)/ Subjects(s)	R064 – Enterprise & Marketing Concepts	R064 – Enterprise & Marketing Concepts R065 – Design a business Proposal	R064 – Enterprise & Marketing Concepts R065 – Design a Business Proposal	R064 – Enterprise & Marketing Concepts	R064 – Enterprise & Marketing Concepts R065 – Design a Business Proposal	R064 - Enterprise & Marketing Concepts
Knowledge and skills (Content)	The year will start on the theory unit R064 Students will discover the different types of businesses and how to raise capital. Knowledge will be secured through research, group work and accessing media sources such as Dragons’ Den. Student will then move onto identifying how to target markets and the importance of market research. Knowledge will be secured through research and group work.	The knowledge gained in the first half term will now be put to use by completing the first task of their coursework (Unit R065 – Design a Business Proposal). Students will have to identify a segment to which they will aim their product, design market research opportunities and conduct market research, analysing their results effectively to draw conclusions. R064: Understanding Product Development.	R064 : Continuation of Product Development and how external factors will affect the success of products & services. R065: Students will have to develop designs for their products, gaining feedback from their peers on their ideas and then using this feedback to further develop their designs.	R064: New theory will be covered on strategies to attract and retain customers, including how to best price products and methods of promoting products. Students will need to evaluate the effectiveness of different methods of promotion and apply their knowledge to a variety of different situations. Guidance on how to show analysis and evaluation in their written skills.	R064: Students will learn how to carry out basic business calculations, such as identifying and calculating costs & revenue and constructing and interpreting break even charts. They will have to analyse the impact of changes in price on breakeven and evaluate the implications of doing so.	R064: The final topic of the theory unit covers Functional Activities and students will have to identify what each of the functional areas is and how they contribute to the successful running of a business. This will be achieved used case studies and different media sources.
Assessment	End of unit tests – internally assessed	Their coursework tasks will be internally assessed	This will be assessed through end of unit test. R065 Internally assessed coursework	Assessments will take place regularly through end of unit tests	Formal assessment through end of unit tests This coursework task will be internally assessed	Students will be formally assessed through the end of year examination and/or end of unit tests.
Cross Curricular Links		ICT – use of excel spreadsheets to produce graphs and charts of research results	DT Department have assisted with how students should produce design templates	English – developing analytical skills	Maths using correct terminology with graphs/calculations	
SMSC, British Values, Cultural Capital	Understanding of the different types of consumer groups and being able to make products to suit their needs	Appreciation of bias in market research responses and its impact on decision making	Having confidence to approach different groups of people to illicit responses/information	Appreciation of the ethics of promotion	Appreciating external factors that might impact on selling price decisions and profit	
CEIAG	Understanding the process of applying for business finance and the knowledge to start own business	Market researcher	Product development Market innovation		Finance work	
Learning outside the classroom	Watch Dragons’ Den on BBC iplayer	Completing primary research/questionnaires	Completing focus group research			
Additional Subject Specific Information						

Year 11						
Term	Autumn (1)	Autumn (2)	Spring (1)	Spring (2)	Summer (1)	Summer (2)
Topic(s)/ Subjects(s)	R064 – Enterprise & Marketing Concepts R065 – Design a Business Proposal	R064 – Enterprise & Marketing Concepts	R064 – Enterprise & Marketing Concepts R066 – Market & Pitch a Proposal	R066 – Market & Pitch a Proposal		
Knowledge and skills (Content)	R065: Students will then revert back to their coursework unit to calculate the costs of their product and use their research to identify potential revenue. Break even charts will be constructed and students will have to evaluate the impact of changes in price of their product.	Students to identify and understand the use of the Product Life Cycle and the use of extension strategies to prolong the life of products. Revision of R064 in preparation for January exam	Revision and exam preparation for R064 R066 – Introduction to new coursework – branding and creating a sales promotion materials	Creating promotional campaign Preparing and practising Sales pitch for product Sales pitch Resit opportunity for R064		
Assessment	Internally assessed coursework tasks and end of unit tests	Mock Exam marked internally	Externally assessed exam Internally assessed coursework	Internally assessed work Presentation to audience		
Cross Curricular Links	Maths (Numeracy)		Art/Media	English – persuasive writing and presentation skills		
SMSC, British Values, Cultural Capital	Understanding the importance of making a profit and the ethics involved in pricing products		Ethics of advertising and promotion			
CEIAG	Basic Finance work		Marketing and Promotional work			
Learning outside the classroom			Researching advertising and promotional methods	Watching Dragons Den to prepare for their pitches		
Additional Subject Specific Information			Students sit their External Exam in late January – there is a re-sit opportunity in the summer			