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| **Year 10 – Enterprise & Marketing 2024-25** |
| **Curriculum intent** | The Enterprise and Marketing course provides an insight into a business launching a new product. Students will develop and build upon practical business skills through the design of an original product which meets a specific business challenge. This includes market research, designing, scoping and costing products as they might in a real business. |
| **Term** | **Autumn 1** | **Autumn 2** | **Spring 1** | **Spring 2** | **Summer 1** | **Summer 2** |
| **Knowledge** | Unit R068: Design a Business ProposalThis is assessed by a set assignment. In this unit, students will identify a customer profile for a specific product, complete market research to generate product design ideas, and use financial calculations to propose a pricing strategy and determine the viability of their product proposal. | Unit R067: Enterprise & Marketing ConceptsThis is assessed by a terminal exam. In this unit, you will look at the characteristics, risks and rewards at Enterprise, through to the costs and factors to consider when starting and running an enterprise. |
| **Skills** | * Design market research tools
* Analyse and present results
* Design a customer profile
* Design a product using results from research
* Explain the design mix of product
* Review and modify the product
* Calculate costs and break even for product
* Assess financial viability of the product
* Identify risks in business
 | * Finance – costs/revenue/profit/break-even
* Marker research
* Market segmentation
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| **Assessments** | NEA: R068Teacher Q&A and formative assessment to check for student understanding throughout. | Mock exam R067Teacher Q&A and formative assessment to check for student understanding throughout. |
| **Enrichment**  | IDEA Award | IDEA Award |