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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 Proposal  This 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 Concepts  This 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 | |
| **Assessments** | NEA: R068  Teacher Q&A and formative assessment to check for student understanding throughout. | | | | Mock exam R067  Teacher Q&A and formative assessment to check for student understanding throughout. | |
| **Enrichment** | IDEA Award | | | | IDEA Award | |