

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
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10	<p>OCR R067 An Introduction to the Business World Students will become familiar with the key terms and concepts for the upcoming course. They will engage with case studies, and scenarios to develop their skills. They will work through Enterprise and Marketing Concepts. Assessment via weekly Interleaving quizzes and an end of unit test that will include samples from previous papers on this topics</p>	<p>OCR R068 Design a Business Proposal Students will work through a topic on Market Research. Focussing on the purpose, the aims, the benefits and the various methods. We will also investigate types of data generated and the use of key information Assessment initially through quizzes and low stakes tests then via assignment practice and essay style questions,</p>	<p>OCR R068 Design a Business Proposal Students will work through customer identification and customer profiling. This enhances the link between Market Research and the business idea and is a critical piece of work to understand. Case studies and real life examples support. Assessment through coursework assignments and regular assessment.</p>	<p>OCR R068 Design a Business Proposal We consider the process of developing and producing a specific profile for a business based on a theoretical case study and scenario. Using skills developed so far we consider a range of options and settle on the most likely to succeed. Assessment through coursework, including the ability to critically analyse scenarios and options.</p>	<p>OCR R068 Design a Business Proposal We investigate a range of key financial terms and applications. Specifically the concept of financial viability is learnt and applied to the ongoing business case to assess the viability of the proposals. Assessment is through the final pieces of coursework for this unit, along with assessment strategies to practice for the future exam.</p>	<p>OCR R069 Market and Pitch a Business Proposal We step into the world of marketing, investigating brand identify and strategies, along with matching brand approaches to specific customer profile. Assessment is through the coursework for this unit, along with assessment strategies to practice for the future exam.</p>
11	<p>OCR R069 Market and Pitch a Business Proposal Students investigate the approaches that can be adopted for promotional campaigns for brands and products. Using case studies and their own ideas, they will critically analyse methods available before settling on their own preferred approach. Assessment is through the production and an appropriate marketing campaign which uses appropriate techniques and approaches.</p>	<p>OCR R069 Market and Pitch a Business Proposal Students will work towards pitching their proposal in a competitive boardroom. Through practice with peers and by showing response to feedback they will develop their sales skills and their ability to talk in a room, to a point where they can pitch their ideas and plans to a boardroom. Assessment via the demonstration of response to feedback as well as the final presentation in the scenario. Will be supported with written work and essays to outline the planning process.</p>	<p>OCR R069 Market and Pitch a Business Proposal Students will take ownership for a review of their pitch and consider their learning from the whole process. This will include the brand proposal, the promotional campaign and the professional pitch. Assessment via the review methodology and the accuracy and the identification of eros and strengths. Will need to be presented in a written format suitable for a business audience.</p>	<p>OCR R067 Enterprise and Marketing Concepts Students look into the characteristics of an entrepreneur and the risk / reward balance. They will refine their use and understanding of market research to target specific customers. This unit is assessed by external examination so our practice methodology will shift to exam style questions, supported by lower stakes quizzes.</p>	<p>OCR R067 Enterprise and Marketing Concepts Students investigate the creation of a marketing mix to support a specific product drawing on their experience in the course to date. They also review the factors to consider when starting up and running an enterprise. This unit is assessed by external examination so our practice methodology will shift to exam style questions, supported by lower stakes quizzes.</p>	<p>OCR R067 Enterprise and Marketing Concepts Students will be revising key topics from the course, in preparation for their final exam. Key elements from unit R067 will be support by learning, case studies and personal experience from the other two units. This final unit will be assessed by an external exam as part of the Jjune series of exams in Year 11.</p>