**Subject: Year 11 OCR Enterprise and Marketing**

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|  | **Autumn**  | **Spring**  | **Summer** |
|  | **Learning Cycle 1** | **Learning Cycle 2** | **Learning Cycle 3** | **Learning Cycle 4** | **Learning Cycle 5** | **Learning Cycle 6** |
|  | **Unit R065/R066 Enterprise and marketing concepts**In the second Unit R065, learners will develop the skills to design a business proposal to meet a specific business challenge. They 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. The knowledge and skills developed by completing this unit will assist learners in the third topic of this qualification.   In the third Unit R066, learners will develop the skills to create a brand identity and promotional plan for their specific business product proposal developed in the second unit. They will develop pitching skills in order to pitch their business proposal to an external audience. Finally, they will review their pitching skills and business proposal using their learning, self-assessment and feedback gathered. The knowledge and skills developed by completing this topic will be transferable to further, related learning in areas such as enterprise, marketing or business. . |
| **Topic**  | **RO65:**Learning Outcome 1: Be able to identify the customer profile for a business challenge Learning Outcome 2: Be able to complete market research to aid decisions relating to a business challengeOutcome 3: Be able to develop a design proposal for a business challenge | **RO65:**Learning Outcome 3: Be able to develop a design proposal for a business challenge (continued)Learning Outcome 4: Be able to review whether a business proposal is viable | **RO66:**Learning Outcome 1: Be able to develop a brand identity and promotional plan to target a customer profileLearning Outcome 2 Be able to pitch a proposal for a proposal | **RO66:**Learning Outcome 3: Be able to pitch a proposal to an audienceLearning Outcome 4: Be able to review the strengths and weaknesses of a proposal and pitch | **RO64:**Final half term Exam Preparation for May / June 1st Entry / Re-take. |
| **Critical Prior Knowledge****RO64 provides underpinning knowledge** | Revision from Unit R064 LO1 1.1 - 1.7Revision for R064 examination to be taken in Jan. | Revision from Unit R064 LO1 2.1 - 4.4Revision for R064 examination to be taken in Jan. | Revision from Unit R064 / RO65Reference and build upon presentation skills developed in other subjects including English. | Revision from Unit R064 / RO65Reference and build upon presentation skills developed in other subjects including English. | Revision from Unit R064 – All Learning Outcomes 1-6(reinforcement through RO65/66) |
| **Overall Intent****(Big ideas and key concepts)** | This unit will provide learners with the skills and knowledge to design a product proposal to meet a business challenge scenario. Learners will be able to identify a customer profile for their own product design, develop market research tools and use these to complete market research for their product.Learners will use their research outcomes to generate product design ideas, assess their strengths and weaknesses and work collaboratively with peers to gain feedback to inform final design decisions. Learners will complete financial calculations to select a pricing strategy and determine whether their proposal is viable. | This unit will provide learners with the skills and knowledge to create a brand identity and promotional plan for their product proposal, developed in Unit R065. They will be able to pitch their product proposal to an external audience after completing a practice pitch, and complete a review of both their pitching skills and product proposal, using their learning from this qualification, self-assessment and feedback generated. | Learners will review, embed and be able to retrieve essential knowledge and understanding of enterprise and marketing concepts, in preparation for May / June entry. Through the first topic learners will understand the main activities that will need to happen to support a start-up business, and what the key factors are to consider when starting up a business.Unit RO65/66 should help provide ‘practical examples and experiences’ to secure understanding on content. |
| **Essential****Knowledge milestones** **(What students must master)** | 1.1 Identify potential customers and build a customer profile2.1 Carry out market research2.2 Review the results of market research | 3.1 Produce product designs for a business challenge3.2 Review product designs4.1 Calculate the costs involved in a business challenge4.2 Apply an appropriate pricing strategy4.3 Review the likely success of a business challenge4.4 Identify the challenges when launching a new product | 1.1 Build a brand identity1.2 Plan brand ideas for a business challenge1.3 Promote a product2.1 Plan a pitch | 3.1 Use and develop personal and presentation skills to deliver a professional pitch3.2 Support peers3.3 Review a practice pitch in order to plan for a professional pitch to an external audience3.4 Deliver a professional pitch to an external audience4.1 Review a professional pitch to an external audience4.2 Review a business proposal | RO64 - All Learning Outcomes 1-6Learning Outcome 1: Understand how to target a market Learning Outcome 2: Understand what makes a product or service financially viableLearning Outcome 3: Understand product developmentLearning Outcome 4: Understand how to attract and retain customerLearning Outcome 5: Understand factors for consideration when starting up a businessLearning Outcome 6 Understand different functional activities needed to support a business start-up |
| **Cultural Capital** | Appropriate episodes / Tasks from ‘The Apprentice’ demonstrate this well – particularly when you do not listen to feedback![BBC One - The Apprentice](https://www.bbc.co.uk/programmes/b0071b63)As with pitches from Dragons Den - [BBC One - Dragons' Den](https://www.bbc.co.uk/programmes/b006vq92) | Appropriate episodes / Tasks from ‘The Apprentice’ demonstrate this well – particularly when you do not listen to feedback![BBC One - The Apprentice](https://www.bbc.co.uk/programmes/b0071b63)As with pitches from Dragons Den - [BBC One - Dragons' Den](https://www.bbc.co.uk/programmes/b006vq92) | Appropriate episodes / Tasks from ‘The Apprentice’ demonstrate this well – particularly when you do not listen to feedback![BBC One - The Apprentice](https://www.bbc.co.uk/programmes/b0071b63)As with pitches from Dragons Den - [BBC One - Dragons' Den](https://www.bbc.co.uk/programmes/b006vq92) | Appropriate episodes / Tasks from ‘The Apprentice’ demonstrate this well – particularly when you do not listen to feedback![BBC One - The Apprentice](https://www.bbc.co.uk/programmes/b0071b63)As with pitches from Dragons Den - [BBC One - Dragons' Den](https://www.bbc.co.uk/programmes/b006vq92) | From all prior knowledge, application and experiences. |
| **Mode of Retrieval**  | Use of RO64 low stakes retrieval starters to facilitate focus on relevant RO65 tasks.Drafting and completion of Project RO65 | Use of RO64 low stakes retrieval starters to facilitate focus on relevant RO65 tasks.Drafting and completion of Project RO65 | Use of RO64 low stakes retrieval starters to facilitate focus on relevant RO66 tasks.Drafting and completion of Project RO66 | Use of RO64 low stakes retrieval starters to facilitate focus on relevant RO66 tasks.Drafting and completion of Project RO66 | Use of MCQ tests x1 referenced to Knowledge Organisers and development of Exam Questions1x reduced size formal exam paper LO1 - LO6 |
| **ECC Student Characteristics** | Creative in view of task scenario; reflective upon prior learning; collaborative to develop ideas with others; confident in making decisions about product ideas. | Creative in view of task scenario; reflective upon prior learning; collaborative to develop ideas with others; confident in making decisions about product ideas. | Creative in view of task scenario; reflective upon prior learning; collaborative to develop ideas with others; confident in making decisions about product ideas and essentially, in communicating through branding and presentation / pitching skills. | Creative in view of task scenario; reflective upon prior learning; collaborative to develop ideas with others; confident in making decisions about product ideas and essentially, in communicating through branding and presentation / pitching skills. | Determined; organised; self- motivated; ambitious.Confident in answering / applying knowledge to MCQ sections 1.Reflective in considering initial Section 2 context, to then apply knowledge and understanding to this context. |
| **Connection to future learning****(When is this developed / revisited)?** | In the second topic RO65, learners will develop the skills to design a business proposal to meet a specific business challenge. They 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. The knowledge and skills developed by completing this unit will assist learners in the third topic of this qualification. In the third topic RO66, learners will develop the skills to create a brand identity and promotional plan for their specific business product proposal developed in the second topic. They will develop pitching skills in order to pitch their business proposal to an external audience. Finally, they will review their pitching skills and business proposal using their learning, self-assessment and feedback gathered. The knowledge and skills developed by completing this topic will be transferable to further, related learning in areas such as enterprise, marketing or business. |