

<u>Topic</u>	<u>Key concept – what do I want the students to learn from this unit?</u>	<u>What knowledge will they acquire?</u>
<b>R065 Overview - Design a business proposal – coursework unit – continued form year 10</b>		
LO1 Identify potential customer and build a customer profile.	The benefits of market segmentation and how a business actual segments their target market for maximum impact.	What the benefits of market segmentation are, e.g increased future sales, greater knowledge of the market, ability to target particular groups, prevent losses. The different segments that a business uses, age, gender, occupation, income and lifestyle.
LO2 Be able to complete market research to aid decisions relating to a business challenge	Students will learn about the variety of different forms of market research that they can undertake, selecting from a range of either primary or secondary methods as their research needs to be meaningful. To compliment the completing of market research the students will develop their understanding of the important of the type of sampling methods that there are to choose from and what would be most appropriate for their task. On completing the research the students will learn how to analyse their results and put these results in a format that it easy to read and helps to inform their decisions.	Students will acquire the knowledge of what is the purpose of carrying out market research. Be able to identify methods as either primary and secondary market research and the advantages and disadvantages of each. Develop the knowledge of what businesses need to consider when completing research, e.g customer profile, location, cost and time. Students will learn the most appropriate market research tools, either physical or digital, for the business challenge. Students will understand the different sampling methods that they can choose to adopt when carrying out their market research.
LO3 Be able to develop a design proposal for a business challenge	Students will learn how to produce product designs for a business challenge and review the product designs.	To gain the knowledge to complete this task students will investigate why draft product designs are produced, moving onto to how to produce designs for a business challenge to meet the market need, by relating designs to market research findings, relating designs to the business challenge brief and identifying and using creative techniques such as mind maps, mood boards, SCAMPER models and deliberate creativity. Students will then learn how to review designs for a business challenge through gaining feedback from their peers or external parties, self-assessment of their own designs, carrying out strengths and weakness analysis in relation to the customer profile and adjusting design in line with the feedback.

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LO4 Be able to review whether a business proposal is viable	Calculate the costs involved in a business challenge to help inform what would be the most appropriate pricing strategy, which will feed into students learning how to review a product or services likely success. To being able to identify the challenges a business will face when launching a new product.	Building on from LO2 in R064 the students will revisit their knowledge on calculating costs, calculating what would be an appropriate price to give the students a profit margin, which will all lead into the students being able to create a break-even graph and a cash flow forecast. This will develop the student’s knowledge on predicting number of sales, therefore sales revenue, total costs and what the break-even point would be for their product or service. Students will revisit LO4 from R064 on pricing strategies and discuss what would be the most appropriate strategy for them to apply to their product or service. Students will develop their understanding of the types of risks involved when launching a new product from losing money, overspending and loss of investment. Importance of monitoring the market to ensure that there is customer demand and continuing demand. Students will learn about legislation that a business can use to protect their products and services so no-one else can earn money off their hard work.
<b>R066 overview – Market and pitch a business proposal – coursework unit</b>		
LO1 Be able to develop a brand identify and promotional plan to target a customer profile	How to build up a brand identity. How to plan brand ideas for a business challenge. How to promote a product.	Students will learn what is a brand through looking at strategies employed by existing businesses. Discussing why branding is used by a business to researching and investing different brand methods and techniques. Students will develop their understanding of how to assess the appeal to a particular customer profile by researching other brands to be able to formulate a brand design proposal. Using their previous learning from R064 LO4 students will research and analyse the promotional objectives and decide on the most appropriate method/s with clear justification as to why they have made that choice.

KS4 Curriculum Map – Enterprise and Marketing Year 11

<u>Topic</u>	<u>Key concept – what do I want the students to learn from this unit?</u>	<u>What knowledge will they acquire?</u>
LO2 Be able to plan a pitch for a proposal	Students will learn how to plan a pitch	The understanding of what goes into planning a pitch, from considering the audience, establishing the objectives of the pitch, considering the venue, identifying the appropriate media to deliver the pitch with, consider their personal appearance and anticipate potential questions and plan likely responses.
LO3 Be able to pitch a proposal to an audience	Students will learn to use and develop their presentation skill to deliver a professional pitch, understand the importance of supporting their peers, how to review a pitch and deliver a pitch to an external audience.	Students will acquire the knowledge of creating a pitch with a clear focus on a particular customer profile through different media methods, keeping a professional manner throughout, focusing on their body language and vocal delivery, the importance of notes and cues, time management, importance of practice and being prepared for questions at the end.
LO4 Be able to review the strengths and weaknesses of a proposal and pitch	Review a professional pitch to an external audience and review a business proposal.	Students will learn how to review through self-assessment, feedback from others, lessons learnt from the practice pitch, from the professional pitch. Being able to compare the outcomes of the pitch with objectives, so what went well, what could be improved, format of presentation, visual aids selected, timing of presentation and the anticipation and preparation of responses. Students will understand the importance of personal presentation skills through how they communicated, professional approach and ability to answer questions. Students will learn how to review a business proposal through self-assessment, feedback from target customers, pitching panel, peers and commercial contact to using the lessons learnt from the actual pitch.