

Curriculum Design 2023-24

BUSINESS							
		Term1		Term2		Term3	
		Term 1.1	Term 1.2	Term 2.1	Term 2.2	Term 3.1	Term 3.2
10	Theme	<i>Design a business proposal</i>	<i>Design a business proposal</i>	<i>Design a business proposal</i>	<i>Design a business proposal</i>	<i>Design a business proposal</i>	<i>Market and pitch a business proposal</i>
	Concept	Market research	Market segmentation	Product development	Business Finance	External Factors	Situational analysis and Branding
	Skills Knowledge	Expectations in a Business classroom. Induction activity. Market research purpose, types and methods. Quantitative and Qualitative research. Sampling methods theory. Market research tool creation. Task 1a of R068	Analysis of market research results. Market segmentation and target markets and customer profiling. Task 1b and 2 of R068	Product development and the design mix. Creation of initial designs and self and peer evaluation techniques. Product modification. Task 3 & 4 of R068	Costs, Revenues, Profits, Break-Even, Margin of Safety. Task 5 Finance of R068.	Identify the risks and challenges when launching a new product. PESTEL. Competition. How the impact of risks and challenges can be minimised/overcome. Task 6 of R068	Branding: What is a brand? Why is branding used? Branding methods and techniques. SWOT and PESTEL re-cap. Task 1 of R069 How to create a promotional campaign for a product/brand
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11	Theme	<i>Market and pitch a business proposal</i>	<i>Market and pitch a business proposal</i>	<i>Enterprise and marketing concepts</i>	<i>Enterprise and marketing concepts</i>	<i>Enterprise and marketing concepts</i>	<i>Enterprise and marketing concepts</i>
	Concept	Promotion Plan and pitch a business proposal	Plan and pitch a business proposal. Review a pitch	Enterprise Market research re-cap) Market segmentation (re-cap)	Finance	Marketing Mix Factors to consider when starting up and running an enterprise. Support for enterprise	
	Skills Knowledge	Explain the objectives of a promotional campaign. Create a plan for a promotional campaign. How to create appropriate promotional materials Plan and produce a PowerPoint pitch. Task 1 & 2 of R069	Deliver a professional pitch. Review a pitch. Review a brand using a range of sources. Task 3 & 4 & 5 of R069	Recap knowledge from R068 & 69 – needed for exam. Characteristics of successful entrepreneurs Potential rewards for risk taking. Potential drawbacks for risk taking. Market research purpose and methods Market segmentation methods and benefits	Recap knowledge from R068 – needed for exam. What makes a product financially viable? Importance of cash. The difference between cash and profit Consequences of a lack of cash Source(s) of capital for business start-ups and expansion Appropriate forms of ownership for business start-ups	Appropriate forms of ownership for business start-ups Support for enterprise 4Ps Recap advertising and promotion Extension strategies for products in the product lifecycle and the appropriateness of each Factors to consider when pricing a product to attract and retain customer. Types of pricing strategies and the appropriateness of each Revision	COMPLETION OF COURSE
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