

		Year 10				Year 11		
	Knowledge and skills	Literacy and Careers	Enrichment	Cross- Curricular	Knowledge and skills	Literacy and Careers	Enrichment	Cross-curricular
Cycle 1	<b>Coursework RO68</b>  In this unit of study, students are required to learn theoretical concepts relating to marketing. In particular, the assignment brief is specific to that of an ice cream business.  Task 1 Market Research. Theoretical concepts relating to market research and sampling methods are learnt. In addition to this, key skills and techniques relating to graphs and analysis are learnt and	<b>Literacy: Speaking and Listening task:</b> Market Research techniques and methods.  <b>Extended written task:</b> Tasks 1, 2 and 3 assessment write ups will form the basis of the students coursework. Qualitative write ups for the market research results will be formed.  <b>Reading task:</b> Assignment brief and scenario's are read at the beginning of each lesson and marking criteria at the end to	Trip to local supermarkets to conduct research into ice creams available.  Ice cream testing and sampling  Tenner Tycoon business enterprise challenge  Guest speakers in to explain in context how to market the right product to the right people.	<b>Art – product design and branding</b>  DT – Product design and manufacturing  Maths – quantitative skills and numeracy  English – focusing on self and peer reflection in extended evaluations	Coursework RO69  Task 3 – professional pitches. Here students need to plan and prepare where they will deliver their professional speeches, with the aims to gain investment for their products.  Students will be given the opportunity to reflect and make improvements, whilst also giving positive constructive criticism to their peers to allow them to improve and perfect their pitches.	<b>Literacy: Speaking and Listening task:</b> Students will be required to write and deliver their professional pitches to the class. This will require both listening and speaking skills which will receive feedback from peers.  <b>Extended written task:</b> Pitches will be planned and delivered and the extended writing task will be a reflection of their performance.	Guest speaker in to discuss the importance of professional pitches.	English and Drama for extended prose and body language and mannerisms when pitching yourself.

	<p>applied to the theory.</p> <p><b>Task 2 Customer Profiling</b> This task looks at applying the results of their research and creating and profiling a customer suitable for the intended product. Students focus on justifying their choices and explaining the impacts to the business in question.</p> <p><b>Task 3 Designing potential products and applying peer feedback to justify and finalise their final product.</b></p>	<p>judge student progress.</p> <p><b>DEAR:</b> Apple Evolution</p> <p><b>Careers:</b> Marketing executives, market research, product designers, CAD technicians, customer profilers</p>		<p>Task 4 – a full review of their performance and delivery of the pitch reflecting on key verbal and non verbal methods of communication to gain interest and final investment for their product.</p> <p><b>Mid Cycle Assessment – marking of task 1 and 2 first draft coursework.</b> <b>Returned to make necessary improvements</b></p> <p><b>End of Cycle Assessment – marking of task 3 and 4 first draft coursework.</b> <b>Returned to make necessary improvements.</b></p>	<p><b>Reading task:</b> Assignment brief and scenario's are read at the beginning of each lesson and marking criteria at the end to judge student progress.</p> <p>Specifically for Task 4, the use of reading prompts and a script will be used during their presentation.</p> <p><b>DEAR:</b> Apple Evolution</p> <p><b>Careers:</b> Promotional speaking, Public Relations, Copywriting.</p>		
Cycle 2	<p><b>Task 4 – Finances and Identification of business risk</b></p> <p>This task looks at financial analysis and the</p>	<p><b>Literacy:</b> <b>Extended written task:</b> Task 4 assessment write ups will form the basis of the</p>	<p>Head of Finance to come into class to discuss the importance of understanding your finances.</p>	<p><b>RO67 Exam</b></p> <p>The content for this exam can be seen across the curriculum in Year 10 and Year</p>	<p><b>Literacy:</b> <b>Speaking and Listening task:</b></p>		

<p>prediction of future business sales and financial revenue.</p> <p>Quantitative skills are used here with the use of business specific formulas such as total costs, profit and loss and breakeven.</p> <p>Types of risks are identified and students are asked to explain the potential impact to businesses of failing to address these risks over time.</p> <p><b>Mid Cycle Assessment – marking of task 1 first draft coursework.</b></p> <p>Returned to make necessary improvements</p> <p><b>End of Cycle Assessment – marking of task 2 first draft coursework.</b></p>	<p>students coursework.</p> <p><b>Reading task:</b> Assignment brief and scenario's are read at the beginning of each lesson and marking criteria at the end to judge student progress.</p> <p><b>Careers:</b> Accountancy, bookkeeping, financial advisors, forensic account, risk management, compliance management</p>	<p>Jamie Burn (Facilities Manager) to discuss the importance of knowing risks and how to assess them and ultimately put plans in place to avoid.</p>		<p>11 and has been signposted throughout this document. It is a terminal examination course and as such the exam must be taken at the end of learning.</p> <p><b>Topic Area 1:</b> Entrepreneurs and Risks. (links to RO68) This looks at the importance of entrepreneurs and their key characteristics and skills.</p> <p><b>Assessment:</b> Topic Area 1</p>	<p><b>Extended written task:</b></p> <p>Each topic of learning will have a topic review/assessment which will include an 8/10m examination question.</p> <p><b>Reading task:</b> Assignment brief and scenario's are read at the beginning of each lesson and marking criteria at the end to judge student progress.</p> <p><b>Careers:</b> Business owner, business consultant, Data analyst, financial advisor, forensic accountant, banking, advertising and marketing, public relations.</p>	
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	<p>Returned to make necessary improvements.</p>			<p>Topic Area 3: Finance – Costs, Revenues, Profit, Breakeven and Cash Flow <b>Assessment:</b> Topic Area 3</p> <p>Topic Area 4: Marketing – specifically at Sales Promotion (RO69), Public Relations and the marketing mix (RO68/RO69) <b>Assessment:</b> Topic Area 4</p> <p>Topic Area 5: Types of Ownership and Sources of Capital/Support for Enterprise <b>Assessment:</b> Topic Area 5</p> <p>Mid Cycle Assessment – amended mock exam paper (to include information that</p>		
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					they have been learning)  End of Cycle Assessment – Full mock paper based on all topic areas		
Cycle 3	<p><b>Coursework RO69</b></p> <p>This coursework unit builds on from RO68 and is now based on the delivery of the product to the market so shows real continuation and shows students the next logical step in introducing a product to the general public. Task 1 focuses on Branding and why it is so important in making your product stand out. This is also taught alongside competitor analysis, so opportunities to differentiate your</p>	<p><b>Literacy:</b></p> <p><b>Speaking and Listening task:</b> Branding and Differentiation</p> <p><b>Extended written task:</b> Tasks 1.1 – 1.4 will be an extended writing task outlining and explaining the importance of effective branding to a business.</p> <p><b>Reading task:</b> Assignment brief and scenario's are read at the beginning of each lesson and marking criteria at the end to judge student progress.</p>					

<p>product can be shown.</p> <p>Task 2 – Promotional campaigns. This feeds nicely on from branding as it enables the students to see the clear move from designing, creating and forming a USP for the product and now seeing how they promote this to their target market</p> <p>Mid Cycle Assessment – marking of task 3 first draft coursework. Returned to make necessary improvements</p> <p>End of Cycle Assessment – marking of final, improved coursework – ready for moderation.</p>	<p><b>DEAR:</b> The Nike Story</p> <p><b>Careers:</b> Marketing executives, design, sales, promotion.</p>					
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