



Subject	Year	Term
Enterprise and Marketing	10	2
Topic		
Financial viability		
Content (Intent)		
<b>Prior Learning (Topic)</b>	Understanding how to review market research	
In this section, students are required to review whether a business proposal is financially viable		
<b>Future Learning (Topic)</b>	Marketing mix and advertising methods	
What Knowledge and Skills will be taught (Implementation)	How will your understanding be assessed & recorded (Impact)	
Learners will develop essential knowledge and understanding of financial concepts. They will learn the concepts of costs, revenue, break-even, margin of safety, level of sales and likely profit.	<b>Summative assessment1:</b> On content covered	
Students will learn how to make use of financial equations to solve problems and investigate risk and challenge and how to weigh up risks	<b>Summative Assessment 2:</b> Yr10 Mock paper	
Skills:	Homework to test your understanding of ideas/concepts and application to exam style questions on finance.	
Use of financial calculations to calculate costs based on a given scenario, propose a selling price, calculate revenue, break even following price changes. Investigate how to minimise risks, to make judgements on the likely success of a business proposal.		
How can parents help at home?		
Support with homework and revision for mock exams. Discuss current affair issues by watching/reading the Business news. Download the BBC or use Flipboard app and set to business notifications to receive the most update articles. Buy revision guide and work to compliment class notes and homework. See reading list below.		
Helpful further reading/discussion (including Reading and Vocabulary Lists)		
<b>Reading</b> OCR Cambridge National Level 1/2 Enterprise and Marketing – 9781398351219	<b>Vocabulary Lists</b> Selling price Revenue Variable costs Fixed costs Break even	Pricing Strategies Price skimming Price penetration Psychological pricing PESTEL factors