Bishop Heber High School

Subject	Year	Term
Enterprise and Marketing	10	2

Topic

Financial viability

Content (Intent)

Prior Learning (Topic) Understanding how to review market research

In this section, students are required to review whether a business proposal is financially viable

Future Learning (Topic) 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. Students will learn how to make use of financial equations to solve problems and investigate risk and challenge and how to weigh up risks	**Assessment1**: Test on what makes a product financially viable **Assessment 2:** Yr10 Mock (partial paper) Homework to test your understanding of ideas/concepts and application to exam style questions on finance.
Skills: 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)

Reading

OCR Cambridge National Level 1/2 Enterprise and Marketing – 9781398351219

Vocabulary Lists

Selling price
Revenue
Variable costs
Fixed costs
Break even
Pricing Strategies
Price skimming
Price penetration
Psychological pricing
PESTEL factors