Bishop Heber High School

Subject	Year	Term
Enterprise and Marketing	**10**	**3**

Topic

External Influences and Functional Areas

Content (Intent)

Prior Learning (Topic) Product Development and Attracting and Retaining Customers

In this section, students are required to study the importance of ownership and capital, leading to how functional areas work within a business to support this structure and enable success.

Future Learning (Topic) Coursework (R065)

What Knowledge and Skills will be taught (Implementation)	How will your understanding be assessed & recorded (Impact)
Explore the external influences that a business will be affected by when starting up. Looking into the ownership forms that a start-up business can use and the suitability of them for different people and business types. Developing into the sources of capital that can be used to fund a start-up business and the relationship between these and how they are used within the Business Plan. Gain an awareness of the functional areas that support a business start-up along with their activities and how these activities interlink with each other to ensure success. Students to start preparation work for R065: Design a Business Proposal. This will allow students to apply previous learning from R064: the examination in the context of the case study – designing a hat for a target market.	**Assessment1**: Key Terminology Test (recap from T1 and T2) **Assessment 2:** Key terminology test (for T3) **Assessment 3:** End of unit test on External Influences **Assessment 4:** Exam based questions on all areas of course **Assessment 5:** Yr10 Mock (full paper) Homework to test your understanding of ideas/concepts and application to exam style questions using GCP exam practice book
Skills: Use business terminology to identify and explain external influences on business and the functional areas used within business. Apply business concepts to familiar and unfamiliar contexts Develop problem- solving and decision-making skills relevant to business Investigate, analyse and evaluate different theories on in order to make justified decisions using both qualitative and quantitative data, including its selection, interpretation, analysis and evaluation and the application of appropriate quantitative skills	

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 – 9781510456761

Vocabulary Lists

Ownership	Functional Areas
Sole Trader	Finance
Partnership	Resources
Franchise	Recruitment
Liability	Stock Control
Capital	Logistics

2020-2021