



Subject	Year	Term
Enterprise and Marketing	11	1
Topic		
Design A Business Proposal		
Content (Intent)		
Prior Learning (Topic) Functional activities to support a business start up		
In this section, students are required to design a business proposal.		
Future Learning (Topic) Market and pitch a business proposal		
What Knowledge and Skills will be taught (Implementation)	How will your understanding be assessed & recorded (Impact)	
Learners will develop skills to be able to identify the customer profile for a business challenge to identify customers and how business build customer profiles and the benefits of segmentation and how this is applied within businesses	Assignment: Students will complete Tasks 1 to 3 of their assessed assignment	
Learners will complete market research to aid decisions in relation to a business challenge, including primary/secondary research and sampling methods used by a business	Homework, preparation tasks for your assignment	
Learners will develop a design proposal for their business challenge including mind maps and mood boards		
Skills: Students will learn how to independently review their product ideas to gain feedback and assess the feedback provided. Learner will review whether the business challenge is viable, including an assessment of pricing strategies, predicted sale, costs and revenue projections and break-even analysis	Assignment: Students will complete Tasks 4 of their assessed assignment	
	Homework, preparation tasks for your assignment	
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	
	Sampling methods	SWOT
	Quota	Psychological
	Stratified	Skimming
	Random	Price penetration
	Cluster	Risk
	Mood boards	Copyrighting
	SCAMPER model	Patenting