



Subject		Year		Term	
Enterprise and Marketing		11		1	
Topic					
Design A Business Proposal					
Content (Intent)					
<b>Prior Learning (Topic)</b>		Functional activities to support a business start up			
In this section, students are required to design a business proposal.					
<b>Future Learning (Topic)</b>		Market and pitch a business proposal			
What Knowledge and Skills will be taught (Implementation)			How will your understanding be assessed & recorded (Impact)		
<p>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</p> <p>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</p> <p>Learners will develop a design proposal for their business challenge including mind maps and mood boards</p>			<p><b>Assignment:</b> Students will complete Tasks 1 to 3 of their assessed assignment</p> <p>Homework, preparation tasks for your assignment</p>		
<p>Skills:</p> <p>Students will learn how to independently review their product ideas to gain feedback and assess the feedback provided.</p> <p>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</p>			<p><b>Assignment:</b> Students will complete Tasks 4 of their assessed assignment</p> <p>Homework, preparation tasks for your assignment</p>		
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>		<b>Vocabulary Lists</b>			
OCR Cambridge National Level 1/2 Enterprise and Marketing – 9781510456761		Sampling methods		SWOT	
		Quota		Psychological	
		Stratified		Skimming	
		Random		Price penetration	
		Cluster		Risk	
		Mood boards		Copyrighting	
		SCAMPER model		Patenting	