



Reporting Y10		Autumn 1		Autumn 2		Spring 1		Spring 2		Summer 1		Summer 2	
		CfCs		BfL & Grades		CfCs		BfL & Grades		BfL & Report			
Year 10	<p>Learning Outcome 1: Be able to identify the customer profile for a business challenge</p> <ul style="list-style-type: none"> • Benefits of market segmentation (e.g. increased future sales, greater knowledge of the market, ability to target particular groups, prevent losses) • Apply market segmentation, i.e. <ul style="list-style-type: none"> - Age - Gender - Occupation - Income - Lifestyle <p>Assessment Task 1: Identify the customer profile for a business challenge product (Coursework)</p>	<p>Learning Outcome 2: Be able to complete market research to aid decisions relating to a business challenge.</p> <p>Carry out market research, i.e.</p> <ul style="list-style-type: none"> • How to select appropriate primary and secondary research methods and types in order to complete meaningful research, i.e. - Identify suitable research methods/types - What businesses need to consider when completing research (e.g. customer profile, location, cost, time) Use appropriate market research tools (physical or digital) for a business challenge, i.e. <ul style="list-style-type: none"> - Survey - Focus groups - Observations - Competitor research - Interviews - Test marketing - Government publications - Published literature • Use sampling methods, i.e. <ul style="list-style-type: none"> - Random - Cluster - Quota - Convenience - Review the results of market research, i.e. <ul style="list-style-type: none"> • Collating the data • Methods of presentation (e.g. graphs) • Analysing the results of the data • Using the results to develop a proposal <p>Assessment Task 2: Complete market research to aid decisions (Coursework)</p>	<p>Learning Outcome 3: Be able to develop a design proposal for a business challenge</p> <p>Produce product designs for a business challenge, i.e.</p> <ul style="list-style-type: none"> • Why draft product designs are produced • How to produce designs for a business challenge to meet the market need, Review product designs, i.e. <ul style="list-style-type: none"> - Gaining feedback (e.g. peer assessment, external parties) - Self-assessment, i.e. reviewing own designs - Strengths and weaknesses of design proposals relating to customer profile - The importance of finalising a design after feedback (e.g. modifications to product and, if appropriate, the packaging to meet the needs of the customer) <p>Assessment Task 3: Produce a design for a business challenge & Task 4: Develop a proposal for a business challenge (Coursework)</p>	<p>Learning Outcome 4: Be able to review whether a business proposal is viable</p> <p>Calculate the costs involved in a business challenge, i.e.</p> <ul style="list-style-type: none"> • The realistic costs relating to a business challenge, i.e. <ul style="list-style-type: none"> - Total profit - Total costs - Total profit Apply an appropriate pricing strategy, i.e. <ul style="list-style-type: none"> • Types of different pricing strategies, i.e. <ul style="list-style-type: none"> - Competitive pricing - Psychological pricing - Price skimming - Price penetration Review the likely success of a business challenge, i.e. <ul style="list-style-type: none"> • Pricing decision • Predicted number of sales • Predicted sales revenue • Predicted profit i.e. total revenue – total costs • Use break-even analysis in a business challenge, i.e. <ul style="list-style-type: none"> - Break-even point, i.e. the level of sales/output where total costs are exactly the same as total revenue - Ways of calculating the break-even point (e.g. formula calculation and/or break-even graph) - Break-even analysis Identify the challenges when launching a new product, i.e. <ul style="list-style-type: none"> • Risks (e.g. losing money, overspending a budget, loss of investment) • Importance of customer demand for the product • Importance of copyright and patenting <p>Assessment Task 5: Be able to review whether a business proposal is viable (Coursework)</p> 	<p>Learning Outcome 1: Understand how to target a market</p> <p>Baseline Assessment - Recall from LO1 and LO2 Autumn 1</p> <p>The need for customer segmentation. Customers vary because of the:</p> <ul style="list-style-type: none"> • Benefits they require • Amount of money they are able/willing to pay • Quantity and quality of goods they require • Time and location they wish to purchase the goods, Types of market segmentation (Age, Gender, Occupation, Income, Geographic, Lifestyle) <p>The benefits of market segmentation (Ensures customer needs are matched and met, Potential for increased profits/profitability, Increased customer retention, Allows for targeted marketing, Potential for an increase in market share,</p> <p>The purpose of market research (To reduce risk, To understand the market, To promote the organisation, To aid decision making, To gain customers' views and understand their needs, To inform product development)</p> <p>Primary (field) market research methods (physical or digital) and their benefits (Observations, Questionnaires, Surveys, Focus groups, Consumer trials)</p> <p>Secondary (desk) market research sources and their benefits (Intern, Books newspapers, trade magazines, Competitors' data, Government publications and statistics, Purchased research material (e.g. Mintel))</p> <p>The types of customer feedback techniques available to business start-ups,</p> <ul style="list-style-type: none"> • Social media/online communities with reviews and comments • Online surveys • Customer comment cards • Comments made to staff members • Telephone/email surveys • Email contact forms <p>DIT: Support, Build, Stretch</p> <p>Activity based on individual progress</p> <p>Moderation Sample 10th January</p>	<p>Learning Outcome 2: Understand what makes a product or service financially viable</p> <p>A range of factors that affect the viability of products or services;</p> <ul style="list-style-type: none"> • Cost of producing the product or service, i.e. <ul style="list-style-type: none"> • Fixed costs i.e. costs that do not vary with output (rent, loan repayment, insurance, advertising, salaries, utilities) • Variable costs; costs that do vary with output (raw materials, components, stock, packaging) • Total costs; fixed costs + variable costs • Revenue generated by sales of the product or service <ul style="list-style-type: none"> • How to calculate total revenue (Selling price x Number of sales) • Use of break-even as an aid to decision making • Definition of break-even; the level of output where Total revenue = Total costs • Break-even formula • Fixed costs • Selling price per unit – Variable cost per unit • Break-even graphs - interpretation of a break-even graph in order to identify the break-even point • How break-even information is used • Profit level, i.e. <ul style="list-style-type: none"> • How profit per unit is calculated - i.e. Revenue (selling price) per unit - Total costs per unit • How profit is calculated for a given level of output - i.e. Sales revenue - Total costs <p>Assessment: LO2 Open Book Assessment and LO1 Formal End of Topic Test (Personalised Learning Checklist Update and Recall)</p>	<p>Learning Outcome 3: Understand product development</p> <p>The product lifecycle, i.e. (Development, Introduction, Growth, Maturity, Decline)</p> <p>Extension strategies for products in the product lifecycle and the appropriateness of each, i.e. (Advertising, Price changes, Adding value (e.g. of an existing product), Exploration of new markets (e.g. new geographic market, new target markets), New packaging)</p> <p>How to create product differentiation, i.e. Establishing a strong brand image for goods or services</p> <ul style="list-style-type: none"> • Design mix model - i.e. the variables that contribute to successful product design - function, cost and appearance • Identifying a clear unique selling point (USP) • Offering improved: Location, Features, Functions, Design, Appearance, Selling price <p>The impact of external factors on product development, i.e.</p> <ul style="list-style-type: none"> • Technological developments (e.g. developments in technology that affect production capabilities and consumer preferences) • Economic issues (e.g. recession, boom and their effects) • Legal issues (e.g. copyright and patent, product safety standards) <p>Assessment: LO2 Formal End of Topic Test (Personalised Learning Checklist Update and Recall)</p>	<p>Learning Outcome 4: Understand how to attract and retain customers</p> <p>Factors to consider when pricing a product to attract and retain customers, i.e. (Income levels of target customers, Price of competitor products, Cost of production)</p> <p>Types of pricing strategies and the appropriateness of each, i.e. (Competitive pricing, Psychological price, Price skimming, Price penetration)</p> <p>Types of advertising methods used to attract and retain customers and the appropriateness of each, i.e. (Leaflets, Social Media, Websites, Newspapers, Magazines, Radio)</p> <p>Sales promotion techniques used to attract and retain customers and the appropriateness of each, i.e. (Discounts, Competitions, Buy one get one free (BOGOF), Point of sale advertising, Free gifts/product trials, Loyalty schemes)</p> <p>How customer service is used to attract and retain customers, i.e.</p> <ul style="list-style-type: none"> • Product knowledge • Customer <p>Assessment: LO3 Formal End Of Topic Test (Personalised Learning Checklist Update and Recall)</p>	<p>Learning Outcome 5: Understand factors for consideration when starting up a business</p> <p>Appropriate forms of ownership for business start-ups, i.e. (Sole trader, Partnership, including limited liability partnerships, Franchise)</p> <ul style="list-style-type: none"> • Features of each form of ownership, i.e. <ul style="list-style-type: none"> - Owners - Basic legal requirements to start the business (e.g. business registration, HMRC) - Liability, i.e. limited&unlimited - Responsibility for decision making - Distribution of profit to the owners • Source(s) of capital for business start-ups, i.e. <ul style="list-style-type: none"> • own savings • friends and family • loans • crowdfunding • small business grants • business angels <p>The importance of a business plan, i.e.</p> <ul style="list-style-type: none"> • Why a business plan is needed, i.e. <ul style="list-style-type: none"> - to clarify a business idea to others (e.g. to secure funding) - to measure progress towards goals (e.g. timescales, sales forecasts) - to help manage cash flow - to help identify potential problems (e.g. financial shortages) <p>What the business plan should detail, i.e. (business objectives, business strategies, sales plan, marketing plan, financial forecasts)</p> <p>Assessment: PPE covering LO1-LO5 PLC/DIT</p>	<p>Learning Outcome 6: Understand different functional activities needed to support a business start-up</p> <p>The purpose of each of the main functional activities that may be needed in a new business,</p> <ul style="list-style-type: none"> • Human Resources, • Marketing, • Operations, • Finance, • Human Resources, • Marketing, • Operations <p>Assessment: LO4 Formal End of Topic Test (Personalised Learning Checklist Update and Recall)</p>	<p>RO64 Revisit Based on assessment reviews and individual progress content will be revisited from LO1 - LO6</p>	<p>Work Experience Week</p>	

Reporting Y11	CfCs & Grades	Rep & Grades	CfCs & Grades	BfL & Grades				
<p>Year 11</p>	<p>Assessment: Formal Assessment of LO5 End of Topic Test (Personalised Learning Checklist and Recall) Learning Outcome 1: Be able to develop a brand identity and promotional plan to target a customer profile Build a brand identity •What is a brand? Strategy (e.g. purpose, plans), Brand personality (e.g. excitement, sophistication, reliability), An identity (e.g. a visual look, colours, design, typeface, logo placement), An image (e.g. customers' perceptions, low cost, quality, lifestyle) •Why branding is used i.e. Trust, Recognition, Image, Quality, Differentiation, Adding value, Build customer loyalty •Branding methods and techniques, i.e. A logo (e.g. a graphical symbol, colour, name), Sounds/jingles, Straplines/catchphrases/slogans, Celebrity endorsements, Characters (e.g. animated character, animal) Plan brand ideas for a business challenge, i.e. • Assess the appeal to the customer profile • Research other brands • Formulate brand designs for a proposal, i.e. - Relate to research findings for other brands - Assess the likelihood of success or failure of different options (e.g. appeal to customer profile, design elements) Promote a product, • Promotional objectives, • Methods of promotion; Digital promotion and Offline/traditional promotion, • Select and justify appropriate promotional methods, i.e. Key factors that influence the selection of methods, Appeal to customer profile, How different methods complement each other Assessment: Task 1: Develop a brand identity and promotional plan to target your customer profile</p>	<p>RO64 Revision Personalised Revision based on the requirements of the class. Assessment: PPE Full Paper</p>	<p>RO64 Revision Topic (1 week per topic) Personalised to the needs of the group PPE Reflection and DIT to revisit Focus on exam technique Reading Questions Carefully Assessment: Formal Assessment of LO6 End of Topic Test (Personalised Learning Checklist and Recall)</p>	<p>Final Revision Week and Official OCR Exam</p>	<p>Learning Outcome 2: Be able to plan a pitch for a proposal Plan a pitch, i.e. • Consider audience (e.g. needs/interests, accessibility of content, convincing them of the likely success) • Establish objectives of pitch (e.g. to inform, to persuade, keep to timeframes, communicate effectively) • Consider venue, i.e. - Convenience (e.g. accessible location) - Appropriate size - Room layout, props - Equipment required • Identify appropriate media to deliver a pitch (e.g. PowerPoint, handouts, verbal prompts) • Structure of pitch, i.e. - Introduction - Content presented in logical order - Conclusion (e.g. memorable closure) - Use and value of visual aids (e.g. use of graphics, multimedia resources) • Consider personal appearance • Anticipate potential questions and plan responses Support peers, i.e. • Give and respond to constructive peer feedback (e.g. feedback sandwich, phrasing feedback constructively, sharing opinions, encouragement) • Establish ideas for further refinement Review a practice pitch in order to plan for a professional pitch to an external audience Assessment: Task 2: Develop a pitch for your proposal</p>	<p>Learning Outcome 3: Assessment Week (1-1) Business pitches Learners must be able to: Use and develop personal and presentation skills to deliver a professional pitch, i.e. Personal presentation to demonstrate the intended image • Professionalism • Verbal (e.g. clarity, tone of voice, voice projection, formal/informal language, persuasiveness) • Non-verbal (e.g. body language, posture, eye contact, confidence, visual aids, gestures) • Use of notes/cues • Use of appropriate visual aids/media • Self-confidence, enthusiasm, self-belief • Target the needs and desires of audience • Time management • Rehearse in advance of a pitch • Deliver a practice pitch • Answer questions from the audience. Support peers, i.e. • Give and respond to constructive peer feedback (e.g. feedback sandwich, phrasing feedback constructively, sharing opinions, encouragement) • Establish ideas for further refinement Review a practice pitch in order to plan for a professional pitch to an external audience Deliver a professional pitch to an external audience Assessment Task 3</p>	<p>LO3 Assessment Week (1-1) Business pitches Students will each have a 15 minute slot to pitch their business idea in the conference room. Learning Outcome 4: Evaluation Review a professional pitch to an external audience, i.e. • Review pitch, using a range of sources of evidence, i.e. - Self-assessment - Feedback from others - Lessons learnt from the practice pitch - Lessons learnt from the professional pitch • Compare the outcomes of the pitch with objectives, i.e. - What went well - What could have been improved - Format of presentation - Visual aids selected - Timing of presentation - Anticipation and preparation of responses to potential questions • Personal presentation skills, i.e. - Communication skills (e.g. verbal and non-verbal skills) - Professionalism - Ability to answer questions from the audience • Future developments/recommendations for further refinement Review a business proposal, i.e. • The product proposal • The pricing strategy • The brand • The promotional plan • Its relevance and appeal to the identified customer profile • Review proposal, using a range of sources of evidence, i.e. - Self-assessment - Feedback from others (e.g. target customers, pitching panel, peers, commercial contacts) - Lessons learnt from practice and professional pitch • Future developments/recommendations for further refinement of a business proposal Assessment Task 4</p>	<p>Reflection of skills and the world of work Exploration of transferable skills developed and skills employers require. Revision for any student retakes. Transition work for students studying A-level or Vocational Business Moderation of coursework May 15th</p>