

KS4 Curriculum Overview: OCR Cambridge National Enterprise and Marketing

Rationale: In year 10 students need to produce a viable business plan for the Progress Ahead business challenge and analyse all the best methods to make a financially viable business. As well as designing their own product, students will also need to prepare for the exam which is sat in May. For the exam element, students will study a range of key business concepts, some of which will have been covered in their portfolio of work – but they will learn to apply this to varying contexts to make the best decisions, this further develops their skills as they are not just considering one context but are using prior context to build upon this. They will also study some additional content which is new to them, such as business ownership, functional areas etc. This will help to give them a broader and deeper understanding of business.

Term / Length of Unit	Outline	Assessment	Home Learning	Resources	Knowledge/Skills End Points	Reading
Yr10 Autumn 1	RO65 Task 1&2 Students have understood market segmentation, create a customer profile and begin their explanation of what market research is and the different types of research.	Continual coursework module	Research of how business segment the market in order to differentiate products	OCR Scheme of learning RO65	Knowledge: <ul style="list-style-type: none"> - Types of segmentation - Benefits of segmentation - How will they use segmentation 	<ul style="list-style-type: none"> - Key vocabulary/terms list to aid students when planning written assessment. - Case study/scenario - Proof-reading their own work before submission. - Scaffolding tasks - Use of exemplar work
Yr10 Autumn 2	RO65 Task 2&3 Have a sound understanding of the types of market research. Complete two forms market research and design their hats.	Continual Coursework Module	Design hats with critical analysis of what the product is and why is appeals to target market	OCR Scheme of learning RO65	Knowledge: <ul style="list-style-type: none"> - Primary research - Secondary research - Sampling - Questionnaires How to review the results of market research to include: <ul style="list-style-type: none"> • data collection • presentation • analysis. 	<ul style="list-style-type: none"> - Key vocabulary/terms list to aid students when planning written assessment. - Case study/scenario - Proof-reading their own work before submission. - Scaffolding tasks - Use of exemplar work
Yr10 Spring 1	RO65 Task 4&5 Critically analyse and evaluate hat designs. Argue the viability of the hat challenge	Continual coursework module	Obtain peer assessment of final Hat designs	OCR Scheme of learning RO65	Knowledge: <ul style="list-style-type: none"> - Cost analysis - Unit of sales - Pricing strategies - Break even analysis - Risk assessment 	<ul style="list-style-type: none"> - Key vocabulary/terms list to aid students when planning written assessment. - Case study/scenario - Proof-reading their own work before submission. - Scaffolding tasks - Use of exemplar work

Yr10 Spring 2	RO64 LO1,2&3 Understand concepts of target markets, financial elements and product life cycles	End of unit assessments	Progress: how to accurately calculate a business's Finances	OCR Scheme of learning RO64	Knowledge <ul style="list-style-type: none"> - Profit/loss - Break even - Product life cycle - Sales revenue 	<ul style="list-style-type: none"> - Vocabulary lists/key terms - Case studies - Knowledge organisers - Exemplar answers/scaffolding answers - Revision guides/textbooks
Yr10 Summer 1	RO64 LO4,5&6 Understand concepts of Business functions, structure and sales techniques	End of unit assessments	Progress: Business structure and types of business organisation	OCR Scheme of learning RO64	Knowledge: <ul style="list-style-type: none"> - Sole trader - Partnership - PLC - LTD 	<ul style="list-style-type: none"> - Vocabulary lists/key terms - Case studies - Knowledge organisers - Exemplar answers/scaffolding answers - Revision guides/textbooks
Yr10 Summer 2	RO66 Task 1 To understand and explain in detail what Branding is and how an organisation creates a brand	Continual Coursework module	Research real business brands and understand why they are successful	OCR Scheme of learning RO66	Knowledge: <ul style="list-style-type: none"> - Branding - Logos - Endorsements - Colour Progression – link to the work that was produced in RO65	<ul style="list-style-type: none"> - Vocabulary lists/key terms - Case study/business challenge - Exemplar work