

Vision summary/ Curriculum intent: Cambridge National Enterprise & Marketing

Week	Unit	Year 9	Assessment	Homework	Unit	Year 10	Assessment	Homework	
1	Scope of business activity in local area	What is a business?			LO1	Customer needs			
2		Types of business				Market research			
3		Products vs services				Market research			
4		Business ownership (simple)	Map of local businesses (individuals)			Market segmentation			
5	Business location	Factors that affect choice of location				Market segmentation			
6		Identifying suitable locations for a given scenario				Customer feedback		Revision for test	
7						LO1 review and assessment	LO1 test		
8			Presentation of findings (teamwork)		LO3	Marketing mix			
October									
9	Marketing mix	Elements of the marketing mix			LO3	Product life cycle / design mix			
10		Customer profiling				Branding			
11		Product strategies				Product differentiation			
12		Promotion strategies				Economic influences			
13		Pricing strategies				Legal influences			
14		Place strategies				Technological influences		Revision for test	
15		Integration of elements	Wall display (individuals)				LO3 review and assessment	LO3 test	
Christmas									
16	Promotion (for a hotel)				LO4	Advertising			
17			Rolling presentation				Pricing strategies / Sales promotions		
18		Effective websites					Customer service		Revision for test
19			Website redesign			LO4 review and assessment	LO4 test		
20					LO5	Business ownership - sole traders / partnerships / franchises			
21			Social media activity				Sources of finance		
February									
22	Market research (pop up shop)	Developing start up ideas			LO5	Business plans		Revision for test	
23		Primary research					LO5 review and assessment	LO5 test	
24		Secondary research			LO2	Business functions			
25		Presentation skills					Revenue, costs and profit		Revision for mock
26		Delivering an effective pitch					Break even analysis		
27		Presentations	Pitch to shopping centre manager				R064 review	Mock assessment	
Easter									
28	Business planning	Business ownership			Exam preparation	Mock assessment review		Preparation & revision for exam	
29		Marketing plan					LO1 - LO3 review		
30		Financial plans					LO4 - LO6 review		
31		Human resource plans					Maximising marks	R064 external examination	
32		Compilation of the above	Complete business plans				Introduce coursework		
Whitsun									
33	Entrepreneurs	What is enterprise / an entrepreneur?			C1 T1	Market segmentation	Coursework 1, Task 1a		
34		Entrepreneurial skills							
35		Composition of fact sheet	Entrepreneur fact sheet				Customer profile	Coursework 1, Task 1b	
36		What is a stakeholder? Range of stakeholders							

37	Stakeho	Stakeholder interests	Stakeholder map			
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Week	Unit	Year 11	Assessment	Homework
1	C1 T2	The need for market research	Coursework 1, Task 2a	
2				
3		Questionnaire design and analysis	Coursework 1, Task 2b	
4				
5	C1 T3	Product design	Coursework 1, Task 3	
6				
7	C1 T4	Customer feedback	Coursework 1, Task 4	
8				
9	C1 T5	Financial viability	Coursework 1, Task 5	
10		Evaluation		
11				
12	C2 T1	Review of Coursework 1 / Mock exams (but not for CN)		
13				
14		Brand development	Coursework 2, Task 1a	
15				
16	C2 T1	Promotional plan	RO64 exam resit	
17			Coursework 2, Task 1b	
18	C2 T2	Planning a pitch	Coursework 2, Task 2a	
19				
20		Carrying out a practice pitch / analysis of feedback	Coursework 2, Task 2b	
21				
22	C2 T3	Pitching business proposal to an audience	Coursework 2, Task 3	
23				
24	C2 T4	Review of skills / proposal	Coursework 2, Task 4	
25				
26		Review of Coursework 2		
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28		Review of Coursework 2		
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