

RO67/RO69 – Overview Sep 23 – May 24

Key dates

[January R067 Exam](#)

[June r069 coursework submission](#)

Y11

Focus on RO67 Revision Sep 23 – Dec 23/RO69 Jan 24 – May 24 (resit RO67 if needs be-students keep latest results)

RO67 – GLH – 30 lesson approx

RO69 – GLH – 36 lessons approx

KS4 Curriculum Overview: OCR Cambridge National Enterprise and Marketing

Rationale: In year 11 we would like students to gain a deeper understanding of key business principles in areas such as marketing, finance, functional areas etc. Students will sit an external exam in January, which covers all of these topics, hence they are studied in the autumn when students return to school in preparation for their exam. Some of this content will have been taught prior in year 11, but from a different perspective (students will have completed a ‘business challenge’ relating to creating a hat for a company, exploring some of this points and producing coursework regarding these topics - they will therefore have had a more practical approach, whereas in Year 11, they need to be able to retrieve larger amounts of information and be able to apply this knowledge to a variety to contexts. We therefore aim to build knowledge and skills on how to apply this and how to analyse and evaluate the information gained, for example, what breakeven figures are telling them in a given scenario. They will also cover a wider range of topics which have they have not studied prior such as the functional areas of a business, ownership types – our aim to both build on prior knowledge, whilst introducing new knowledge to them. Students then go on to a practical task again, where they are given another business challenge – this is a follow on from the business challenge they had in the previous year – but this time, they are developing their pitching skills – students will go through a number of tasks to finally build up to giving a pitch for their business proposal – which is in front of an audience-staff and students – our aim here is not just to develop their pitching skills, but their planning skills in terms of planning the actual pitch and what they will include to booking the room and equipment, their confidence over time and their presentation skills in terms of how they present their plans – materials used to support their pitch.

Term / Length of Unit	Outline	Assessment	Home Learning	Resources	Knowledge/Skills End Points	Reading
Yr11 Autumn 1 Sep 23 – Oct 23 – Half term 1 Sep – Oct – 7.5 weeks RO67 content – RO67 TA1-	Continuation of content from May 2024 RO67 TA1 -TA3 Understand concepts of target markets, financial elements and product life cycles	End of unit assessments which build up to include current teaching and prior teaching enabling them to build knowledge for the whole unit.	Progress: mini-test	OCR Scheme of learning RO67	Knowledge <ul style="list-style-type: none"> - cover the characteristics of successful entrepreneurs, risks, and rewards of setting up a small business. - cover the purpose of market research, primary/secondary market research, types of 	Use of case studies Key vocabulary lists Use of knowledge organiser’s Scaffolding/showing worked examples of questions Revise in 5 to test key terms/vocabulary Previous exam papers

TA5-Exam Revision					<p>data and market segmentation.</p> <ul style="list-style-type: none"> - cover what makes a product financially viable. 	
<p>Yr11 Autumn 2 Half term 2 Nov – Dec – 7 weeks Nov 23 - Dec 23- RO67 TA1- TA5-Exam Revision</p>	<p>RO67 TA4-TA5 Plus Exam papers</p> <p>Understand concepts of Business functions, structure and sales techniques</p>	<p>End of unit assessments, which also have prior knowledge on them, to enable them to fully build up their overall knowledge.</p>	<p>Progress: mini-test</p>	<p>OCR Scheme of learning RO67</p>	<p>Knowledge:</p> <ul style="list-style-type: none"> - cover the elements of the marketing mix to support a product. - cover the forms of business ownership, sources of capital and support available to help entrepreneurs. 	<p>Use of case studies Key vocabulary lists Use of knowledge organiser's Scaffolding/showing worked examples of questions Revise in 5 to test key terms/vocabulary</p>
<p>Yr11 Spring 1 Half term 3 Jan – Feb – 5 weeks</p> <p>Jan 24 – Sit Exam Jan 24 – Feb 24- pending exam results- students start RO69</p>	<p>Begin RO69 Task 1/2/3 Ali's Ice cream</p> <p>To plan out a pitch of a business plan. Jan 30th 2024 1st Moderation of cwk</p>	<p>Pitch will include: Your product design. Your brand personality. Your pricing recommendation. Your proposed promotional campaign. Any other relevant information from your findings in R068. Continual coursework module</p>	<p>Develop material to support designs</p>	<p>OCR Scheme of learning RO69</p>	<p>Knowledge:</p> <p>Task 1 – Developing a brand-TA1 Task 2 – Create a promotional campaign for your business proposal-TA2 Task 3 – Develop a pitch for your proposal-TA3</p> <ul style="list-style-type: none"> - Structure - Script - Aid - Material - Question and answer 	<p>Business Challenge scenario – reading together as a class, ensuring all understand requirements. Key vocabulary lists – to help students include key terms in coursework. Example sentence starters Showing students exemplar work</p>

<p>Yr11 Spring 2 Half term 4 Feb – Mar – 5 weeks Mar 24 – Exam results Feb 24 – May 24 Post exam results –continue RO69</p>	<p>RO69 Task 4&5 Perform the pitch of a business plan and collect reviews Feb 27th 2024 2nd Moderation of cwk</p>	<p>Practical element</p>	<p>Collect reviews of pitch and product</p>	<p>OCR Scheme of learning RO69</p>	<p>Knowledge Task 4 – Pitch your business proposal to an audience-TA3 Task 5 – Reflect on your pitch and business proposal-TA4</p> <ul style="list-style-type: none"> - Personal appeal - Verbal skill - Time Keeping - Panel Questions - Convey product idea 	<p>Business Challenge scenario – reading together as a class, ensuring all understand requirements. Key vocabulary lists – to help students include key terms in coursework. Example sentence starters Showing students exemplar work Practise pitches – reading note prompts to gain confidence before real pitch.</p>
<p>Yr11 Summer 1 Half term 5 Apr– May – 7 weeks Feb 24 – May 24 Post exam result continue RO69/Revise resit exam for RO67</p>	<p>RO69 Tasks1- 5 Review business proposal and areas of development Revisit R067 content. April 9th 2024 Final Moderation of cwk</p>	<p>Continual coursework module</p>	<p>Suggest improvement to the business proposal based on the pitch review</p>	<p>OCR Scheme of learning RO69</p>	<p>Knowledge TA1-TA4</p> <ul style="list-style-type: none"> - Product design - Brand identity - Pricing strategy - Promotion - Cost - Viability 	<p>Key terms Revise in 5 testing key vocab.</p>
<p>Yr 11 Summer 2 May 24 Final submission of coursework RO69/Revise</p>	<p>Revisit R067 for resits.</p>	<p>Mini tests, exam questions, mock paper.</p>	<p>Exam questions set based on area of need/weakness.</p>	<p>OCR SOL R067</p>	<ul style="list-style-type: none"> - Marketing - Finance - Functional areas - Ownership 	<p>Use of case studies Key vocabulary lists Use of knowledge organiser's Scaffolding/showing worked examples of questions Revise in 5 to test key terms/vocabulary</p>

- resit RO67 exam <u>END OF COURSE</u>						- Prior exam papers
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