

SUBJECT: Cam Nats Enterprise & Marketing



KS4 CURRICULUM PLAN 2020-21

KS4 Knowledge and key skills

YEAR 10	AUTUMN 1	AUTUMN 2	SPRING 1	SPRING 2	SUMMER 1	SUMMER 2
TOPIC	<i>R065 - Design a Business Proposal</i>	<i>R065 - Design a Business Proposal</i>	<i>R065 - Design a Business Proposal</i>	<i>R066 - Planning a Pitch</i>	<i>R066 - Planning a Pitch</i>	<i>R066 - Planning a Pitch</i>
Knowledge	Customer profiles and how they are important for a business challenge. Market research and how they aid with decisions relating to a business challenge	What a design proposal is and how to develop one for a business challenge.	Reviewing whether a business proposal is viable.	A brand identity and a promotional plan and how to target a customer profile effectively.	Importance of business pitches for a business proposal and how to pitch successfully.	Evaluating performance when presenting a business pitch.
Skills	Presentation skills, language skills, research skills, numeracy skills, analytical skills	Organisational skills, presentation skills, critical thinking skills.	Evaluative skills, problem solving skills, analytical skills.	Analytical skills, reading skills, critical thinking skills, presentation skills.	Presentation skills, research skills, communication skills, language skills.	Analytical skills, evaluative skills.
Key Vocab	Customer Profile, market segmentation. Primary research, secondary research, random sampling, cluster sampling, quota sampling, convenience sampling.	Feedback, self-assessment, modifications, moodboard.	Break-even, Total costs, Fixed Costs, Pricing, Profit, Revenue.	Strategy, branding, USP, promotion.	Audience, Objectives, Structure, Verbal, Non-Verbal, Visual Aids.	Self-assessment, Feedback, Communication.

YEAR 11	AUTUMN 1	AUTUMN 2	SPRING 1	SPRING 2	SUMMER 1	SUMMER 2
TOPIC	<i>R065/66 Resit</i>	<i>R065/66 Resit</i>	<i>R065/66 Resit</i>	<i>R064 - Enterprise & Marketing Concepts</i>	<i>R064 - Enterprise & Marketing Concepts</i>	<i>R064 - Enterprise & Marketing Concepts</i>
Knowledge	Reviewing whether a business proposal is viable. Evaluating performance when presenting a business pitch.	What a design proposal is and how to develop one for a business challenge. Importance of business pitches for a business proposal and how to pitch successfully.	Customer profiles and how they are important for a business challenge. Market research and how they aid with decisions relating to a business challenge. A brand identity and a promotional plan and how to target a customer profile effectively.	How to attract and retain customers. Understand factors for consideration when starting a business.	Product development.	Targeting a market and what makes a product or service financially viable.
Skills	Evaluative skills, problem solving skills, analytical skills.	Organisational skills, presentation skills, critical thinking skills.	Presentation skills, language skills, research skills, numeracy skills, analytical skills	Problem solving skills, critical thinking skills, research skills, reading skills, numeracy skills.	Problem solving skills, critical thinking skills, research skills, reading skills, numeracy skills.	Problem solving skills, critical thinking skills, research skills, reading skills, numeracy skills.
Key Vocab	Break-even, Total costs, Fixed Costs, Pricing, Profit, Revenue. Self-assessment, Feedback, Communication.	Feedback, self-assessment, modifications, moodboard. Audience, Objectives, Structure, Verbal, Non-Verbal, Visual Aids.	Customer Profile, market segmentation. Primary research, secondary research, random sampling, cluster sampling, quota sampling, convenience sampling. Strategy, branding, USP, promotion.	Income, Competitive, Psychological, Price Skimming, Price Penetration. Sole trader, Partnership, Limited Companies, Business Plan, Capital.	Product life cycle, Adding value, advertising, design mix model, USP, technological, economic, legal.	Market Segmentation, Primary Research, Secondary Research, Fixed Costs, Variable Costs, Break Even, Profit.

Key Knowledge Transfer