

Curriculum Map for Cambridge National in Enterprise & Marketing



Year group	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
10	R064 Enterprise and marketing concepts (LO = Learning outcome)				R065 Design a business proposal	
	<p>LO1 Introduction to new qualification, unit, features of unit and assessment.</p> <p>LO1 Differences and uses of secondary research methods used by business.</p> <p>LO2 Costs of producing products/services.</p> <p>LO2 Introduction to the concept of break-even including definition and how to calculate.</p> <p>LO2 How profit is calculated in units and output by business.</p>	<p>LO2 How profit is calculated in units and output by business.</p> <p>LO3 Introduction to the concept of the product lifecycle.</p> <p>LO3 Creating product differentiation in business.</p> <p>LO3 Impact of external factors on product development.</p> <p>LO4 How businesses consider how to price a product to attract/retain customers.</p> <p>LO4 Importance of good customer service to attract and retain customers for a business.</p> <p>LO5 Different forms and features of business ownership for business start-ups.</p>	<p>LO5 Different forms and features of business ownership for business start-ups.</p> <p>LO5 Sources of capital to start up a business.</p> <p>LO5 Business plan details. Review of LO3-LO5.</p> <p>LO6 The purpose of different functional areas needed for a new business.</p> <p>LO6 Focus on human resources function.</p> <p>LO6 Main activities of the marketing function.</p>	<p>Revision of Key words in the R064 Enterprise and Marketing conceptions unit.</p> <p>Revision of LO2: Costs, breakeven, profit levels.</p> <p>Revision of LO1, LO3 and LO4.</p> <p>Revision of LO5, LO6.</p> <p>Complete Sample Assessment Material.</p>	<p>Review of Sample Assessment Material.</p> <p>Revision tasks to be devised and learners to have revision whilst learning about new unit.</p> <p>LO1 Introduction to the new unit, features of unit and assessment.</p> <p>LO2 Revision on Market Research.</p> <p>Revision lesson for R064 examination to be taken in June.</p> <p>LO2 Sampling methods used by business.</p> <p>LO3 How and why products are designed in business to meet the demands of business.</p> <p>LO3 Different methods of how to review product ideas in Business.</p>	<p>LO4 Financial terms required to cost a business challenge.</p> <p>LO4 What are pricing strategies and the different types of each method.</p> <p>Implementation of Revision Timetable.</p> <p><i>Revision lesson for R064 examination to be taken in June.</i></p> <p>LO4 How to review the success of a business venture using a variety of different products/services.</p> <p>LO4 Identifying the challenges that businesses face when launching new products.</p> <p>Introduction to the OCR-set assignment for Unit R065. Learners must be aware of the 20 hours given for this task in lesson time.</p>

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Unit R066 Market and pitch a business proposal						
11	<p>Completion of R065 OCR-set assignment in lesson time.</p>	<p>Completion of R065 OCR-set assignment in lesson time.</p> <p>LO1 Introduction to new unit:</p> <p>LO1 The benefits of branding to a business. Brand Identity.</p> <p>LO1 Researching brands relating this to target customers.</p> <p>LO1 Different promotional objectives that businesses need to consider.</p> <p>LO1 Select and justify appropriate promotional methods.</p> <p>LO1 Developing a promotional plan in business.</p> <p>LO2 What is a business pitch and how to plan a pitch to an audience.</p>	<p>LO2 Considerations of personal appearance when delivering a pitch.</p> <p>LO2 Anticipating potential questions when delivering a pitch to an audience.</p> <p>LO2 Mini pitches to give constructive feedback to each presenter (peer).</p> <p>LO3 'How Good Are Your Presentation Skills?'</p> <p>LO3 Preparing a script for an assessment.</p> <p>Unit R066: Market and pitch a business proposal. Be able to <u>plan a pitch</u> for a proposal.</p> <p>Unit R066: Market and pitch a business proposal. Be able to <u>pitch a proposal</u> to an audience.</p>	<p>LO4 How to be successful when delivering a pitch which can then be used to review a pitch.</p> <p>LO4 Comparing the outcomes of a pitch.</p> <p>LO4 Reviewing a business proposal.</p> <p>Review of LO1, LO2, LO3, LO4 for Unit R066.</p> <p>Introduction to the OCR-set assignment for Unit R066. Learners must be aware of the 15 hours given for this task in lesson time.</p> <p>Completion of R066 Market and pitch a business proposal OCR-set assignment in lesson time.</p>	<p>Completion of R066 Market and pitch a business proposal OCR-set assignment in lesson time.</p> <p>If learners are required to re-submit Unit R066, the forth coming lessons can be used for that purpose.</p> <p>Implementation of Revision Timetable if learners are completing a resit for Unit R064.</p>	