



Year 10 OCR Nationals Enterprise and Marketing Subject Curriculum Map

		Autumn Term		Spring Term		Summer Term	
10	Unit Title	R068 Design a business proposal	R068 Design a business proposal	R068 Design a business proposal	R068 Design a business proposal	Unit R068 and R067	Unit R067
	Key Knowledge	<p>TA1 Market research</p> <p>1.1.1 primary and secondary market research methods and data types</p> <p>1.1.2 Sampling methods</p> <p>1.1.3 market research tools for a business proposal</p> <p>1.2. Review the results of market research</p>	<p>TA2 How to identify a customer profile</p> <p>2.1 Market segmentation to build a customer profile</p> <p>TA3 Develop a product proposal</p> <p>3.1 Create a design mix for a new product</p> <p>3.2 Produce designs for a business challenge</p> <p>3.3 Review designs for a product proposal</p> <p>3.3.1 Review designs for a product proposal</p> <p>3.3.2 How to finalise a design after feedback</p>	<p>TA4 Review whether a business proposal is financially viable</p> <p>4.1 Calculate costs, revenue, break-even and profit relating to a business proposal</p> <p>4.2 Apply an appropriate pricing strategy</p> <p>4.3 Review the likely financial viability of a business proposal</p>	<p>TA5 Review the likely success of the business proposal</p> <p>5.1.1 Identify the risks and challenges when launching a new product</p> <p>5.1.2 How the impact of risks and challenges can be minimised/Overcome</p> <p>First submission of R068 to prepare for summer moderation</p>	<p>Submission of R068 for summer moderation</p> <p>Topic Area 1: Characteristics, risk and reward for enterprise</p> <p>1.1 Characteristics of successful entrepreneurs</p> <p>1.2 Potential rewards for risk taking</p> <p>1.3 Potential drawbacks for risk taking</p> <p>Topic Area 2: Market research to target a specific customer</p> <p>2.1 The purpose of market research</p> <p>2.2 Primary market research methods</p>	<p>2.4 Types of data</p> <p>2.5 Types of market segmentation</p> <p>2.6 The benefits of market segmentation to a business</p> <p>Topic Area 3: What makes a product financially viable</p> <p>3.1 Cost of producing the product</p> <p>3.2 Revenue generated by sales of the product</p> <p>3.3 Profit/loss</p> <p>3.4 How to use the formula for break-even as an aid to decision making</p> <p>3.5 Importance of cash</p>

						2.3 Secondary market research sources	
Links to previous learning	R067 TA2.1 & 2.2 Purpose of market research and primary research methods R067 TA2.4 Market research data type	R067 TA 2.5 Types of market segmentation	R067 TA3.1, Fixed, variable and total costs R067 3.2 Revenue R067 TA 3.3 & 3.4 Profit and Break-even	R067 TA4.1 Pricing strategies R069 TA1.4.2 External factors R069 TA 1.4.1 Researching competitors		R068 Market research methods and tools, purpose, and factors.	R068 – financial viability
Key Assessment	Submission of Criteria for RO68 Design and Business Proposal Short answer exam questions based on topics in TA1 and TA2		Submission of Criteria for RO68 Design and Business Proposal Short answer exam questions based on topics TA1 – TA4		Past paper questions. Full questions taken from recent past papers with a focus on longer answers.		

CARE

GROW

SUCCEED

