



Curriculum Map



Subject: Enterprise

Year group: 10

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Content R08- Design a Business Proposal R09 – Market and Pitch a Business Proposal	Students will carry out market research to aid decisions relating to a business proposal. Exploring appropriate market research tools for a business proposal Reviewing the results of market research and identify potential customers and build a customer profile based on market research findings	Students will create a design mix for a new product and use this to produce designs for a new product. Reviewing designs for a product proposal and finalising a design after feedback	Students will calculate costs, revenue, break-even and profit relating to a business proposal and use this to apply an appropriate pricing strategy Review the likely financial viability of a business proposal	Exploring risks and challenges when launching a new product to develop a brand identity to target a specific customer profile Market and Pitch a business proposal Produce a competitor analysis	Students will create a promotional campaign for a brand and product Plan and pitch a proposal and use feedback to development of personal and presentation skills Looking at the benefits of using a practice pitch to develop a pitch before finalising the end product.	Students will deliver a professional pitch. Review a brand using a range of sources. Review a professional pitch to an external audience
Skills <i>Investigate</i> <i>Apply</i> <i>Evaluate</i>	Students will provide a justified and comprehensive explanation of the aims of their market research. Results will be collated effectively.	Applying research findings to own product Justifying the profiles for selected customers Generate product ideas with an effective use of creative technologies.	Applying break-even formula accurately with clear analysis of results. Producing a comprehensive summary of the strengths and weaknesses of designed proposal, using feedback to inform decisions.	Evaluation of financial viability of proposed business and impact of risks and challenges, with development of strategies to mitigate these.	Creating detailed digital and non-digital materials to raise awareness of own product.	Comprehensive review of own pitching skills with areas of strength and future areas of improvement. Identifying strengths and areas for potential development of own business



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Key Questions	What is the role of customer profiling? What forms of market research should you choose in specific situations?	Why is knowing your target customers before designing a brand significant?	Can a low price 'put customers off'?	Can all risks be mitigated? When pitching your proposal, what key information should be shared?	How would you change your Brand to target a different demographic?	Why is constructive criticism vital for development?
Assessment	Assessment 1 Task 1: Coursework	Assessment 2: Task 2: Coursework	Assessment 3: Task 3: Coursework	Assessment 4: Task 1: Coursework	Assessment 5: Task 2: Coursework	Assessment 6: Task 3: Coursework
Literacy/Numeracy/ SMSC/Character	Students will develop understanding of the significance of tier 3 terminology, and embed this into their coursework	Students will be provided with case studies, and have to synthesis knowledge and apply this to the new scenario, in a coherent and fully comprehensive way.	Students will use transferable numeracy skills and apply these in context.	Students will be introduced to a new set of key terminology, and be able to apply these in context	Students will build on effective communication skills, adjusting communication to meets the needs of two separate age groups.	Students will learn to be reflective within their own practice, seeking to explore a range of methods to improve their practice