

Business Enterprise Curriculum Plan – Cambridge National in Enterprise & Marketing – Covid Changes

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	HT1 Topics		HT2 Topics		HT3 Topics		HT4 Topics		HT5 Topics		HT6 Topics	
Year 9 No changes	R064 Theory L05	What is a Business Sole trader Partnership Franchise & LTD Sources of capital Business plans Assessment L05	R064 Theory L06 L03	Functional areas Communication Product life cycle Extension strategies Product Differentiation External factors Assessment L06 &L03	R065 CW L01 R064 L01	Customer & Market segmentation Customer profile Coursework L01	R065 CW L02 a R064 L01	Market research Primary research Secondary research Sampling Coursework L02a	R065 CW L02 b	Questionnaire Focus group Competitor research Coursework L02b	R065 CW L03	Mood board Product design x3 SWOT Peer review Final product design Coursework L03
Tier 3 Words		Capital Liability		Differentiation Function		Geographical Retention		Consumer Sampling		Qualitative Quantitative		Opportunities Threats
Year 10 Covid Changes	R065 CW L04a R064 L02	Pricing strategies Costs Revenue Profit Coursework L04a Catch up R064 L02b Market research & analysis	R065 CW L04b R064 L02	Breakeven Risks Financial viability Coursework L04b RO65 CW submission to exam board Catch up R065 L03 product design	R064 Theory L05, L06	Ownership Sources of capital Business plans Functional areas PLC & Extension Differentiation Assessment L05, L06	R064 Theory L03, L04	External factors Pricing Advertising Sales Promotion Customer service Assessment L03, L04	R064 Theory L01, L02	Market segmentation Calculations Breakeven Assessment L01, L02 Revision R064 Exam RO65 CW submission to exam board	R066 CW L01a	Brand identity Brand personality Brand image Branding methods Coursework L01a Catch up RO65 L04
Tier 3 Words		Revenue Assets		Contribution Viability		Unlimited liability Limited liability		Technological Economic		Fixed costs Variable costs		Brand Reputation
Year 11 Covid Changes	R066 L01b	Digital promotion Traditional promotion Objectives Coursework L01b R064 Exam Prep R065 – CW Catch up L03, L04 (must be done before R066 CW can be started)	R066 L02 R065 R064	Planning a pitch Pitch materials Peer & self-review Coursework L02 Refine & Re-submission Revision for Jan re-sit R064 Exam Prep Reduced time for R064 Exam prep – Will change to R066 CW if Ofqual approve exam board changes	January RO66 L03	R064 Exam Re-sit Refine pitch Deliver pitch Coursework L03 R064 Exam 1st sitting R065 CW L03, L04 R066 Lo1, Lo2	R066 L04	Review of pitch and proposal overall Final improvements Coursework L04 R064 1st submission No R066 submission R066 L03, L04		R064 Re-sit		
Tier 3 Words		Digital Traditional		Constructive(ly) Venue		Investor Audience		Professionalism Clarity				

Parental advice and support

You can support your daughter by encouraging her to watch the news, in particular the business news, so she can get a better understanding of external factors that affect a business such as changes to interest rates, inflation, trade agreements, employment etc.

Useful Websites to Support Learning in Business (Enterprise & Marketing)

www.businessed.co.uk Go to Menu > Theory notes > Enterprise & Marketing
www.bbc.com/bitesize