

BCT KS4 Curriculum Intent, Implementation and Impact Overview

Year: 10 Subject: GCSE Enterprise & Marketing IMPLEMENTATION						
	Half Term 1 - RO67/RO68 Context: Market Segmentation	Half Term 2 - RO67/RO68 Context: Market Segmentation	Half Term 3 - RO67/RO68 Context: Market Segmentation	Half Term 4 - RO67/RO68 Context: Market Research	Half Term 5 - RO67/RO68 Context: Finance	Half Term 6 - RO67/RO68 Context: Finance
<p>Key concepts and skills ('Big ideas')</p> <p>To be able to identify the need for market segmentation and the purpose of businesses conducting it.</p> <p>To identify different types of marketing aspects such as primary and secondary.</p> <p>To assess the impact on marketing actions on businesses and customers.</p> <p>To assess financial aspects of existing businesses, and their performance to improve.</p> <p>To understand, assess and evaluate the areas of Breakeven.</p> <p>To monitor different products, their life and how products need to be adapted to be successful.</p> <p>To assess the marketing mix, especially in relation to pricing and the strategies used.</p> <p>To understand business startups and knowledge around how they are set up.</p> <p>To assess different functional areas and the activities that occur.</p>	<p>Key Vocabulary: entrepreneur, enterprise, finance, advertising, suitability for purpose, marketing, customers and demand, gender, income, age, location.</p> <p>Prior Learning/LTM: Recap from Year 9</p> <p>Cultural Capital: Larry Page, Sergey Brin - Google founders Elon Musk - Tesla Alan Sugar - Amstrad</p> <p>Numeracy Links - Costs, Revenue and Profits, Break-even, Cash and Cash flow</p>	<p>Key Vocabulary: entrepreneur, enterprise, finance, advertising, suitability for purpose, marketing, customers and demand, gender, income, age, location.</p> <p>Prior Learning/LTM: Recap from Year 9</p> <p>Cultural Capital: Larry Page, Sergey Brin - Google founders Elon Musk - Tesla Alan Sugar - Amstrad</p> <p>Numeracy Links - Costs, Revenue and Profits, Break-even, Cash and Cash flow</p>	<p>Key Vocabulary: entrepreneur, enterprise, finance, advertising, suitability for purpose, marketing, customers and demand, gender, income, age, location.</p> <p>Prior Learning/LTM: Recap from Year 9</p> <p>Cultural Capital: Larry Page, Sergey Brin - Google founders Elon Musk - Tesla Alan Sugar - Amstrad</p> <p>Numeracy Links - Costs, Revenue and Profits, Break-even, Cash and Cash flow</p>	<p>Key Vocabulary: Primary, secondary, field, desk, questionnaire, focus groups, internet, magazines.</p> <p>Prior Learning/LTM: Market Segmentation</p> <p>Cultural Capital: Global news, business news, local business news.</p> <p>Numeracy Links - using numbers on spreadsheets regarding calculate research results.</p>	<p>Key Vocabulary: Selling price, costs, variable costs, fixed costs, total costs, revenue, break even, total contribution, break even point.</p> <p>Prior Learning/LTM: Financial content from HT1/2</p> <p>Cultural Capital: Global news, business news, local business news. Links to budgeting at home with wages and costs.</p> <p>Numeracy Links - using numbers on spreadsheets regarding calculate research results.</p>	<p>Key Vocabulary: Selling price, costs, variable costs, fixed costs, total costs, revenue, break even, total contribution, break even point.</p> <p>Prior Learning/LTM: Financial content from HT1/2</p> <p>Cultural Capital: Global news, business news, local business news. Links to budgeting at home with wages and costs.</p> <p>Numeracy Links - using numbers on spreadsheets regarding calculate research results.</p>
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IMPACT	Assessment 1: Past paper RO67 MCQs Assessment 2: LO1 RO68 Coursework	Assessment 1: Past paper RO67 MCQs Assessment 2: LO2 RO68 Coursework	Assessment 1: Past paper RO67 MCQs Assessment 2: LO2.1 RO68 Coursework	Assessment 1: Past paper RO67 MCQs Assessment 2: LO2.2 RO68 Coursework	Assessment 1: Past paper RO67 MCQs/extended writing. Assessment 2: LO3/LO4 RO68 Coursework	Assessment 1: Past paper RO67 MCQs/extended writing. Assessment 2: LO3/LO4 RO68 Coursework

	Progression to Post 16: Gives understanding and knowledge of wide variety of Business content.	Progression to Post 16: Gives understanding and knowledge of wide variety of Business content.	Progression to Post 16: Gives understanding and knowledge of wide variety of Business content in relation to external aspects of Business and Business climate.	Progression to Post 16: Gives understanding and knowledge of wide variety of Business content in relation to external aspects of Business and Business climate.	Progression to Post 16: Gives understanding and knowledge of wide variety of Business content in relation to external aspects of Business and Business climate.	Progression to Post 16: Gives understanding and knowledge of wide variety of Business content in relation to external aspects of Business and Business climate.
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