

*Develop learners who are resilient problem solvers with the ability to independently explore and apply their knowledge to the 21<sup>st</sup> century.*



Enterprise & Marketing						
	Term 1		Term 2		Term 3	
<b>Year 10</b>	R064 + R065 Marketing Market Segmentation Market Research	R064 + R065 Marketing Designing a product Product Review	R064+ r065 Finance Costs involved in setting up a business, Sales Revenue, Profit & Loss	R065 + R066 Marketing Branding	R064 + R066 Marketing Developing a Pitch	R064 + R066 Developing a Pitch
<b>Year 11</b>	Finance Costs- Fixed& Variable Sales Revenue Profit & Loss Cash Flow Break Even Analysis Operations Planning and Control Human Resource Management Recruitment Training Performance Management	Marketing The Product Life Cycle Product differentiation Extension Strategies The Marketing Mix Revise research and segmentation Business Ownership Sole traders, partnerships, Ltd companies, franchises Economics External influences Revision exam technique	Revision – January exam R064 and coursework moderation R065 R066 Marketing Developing a Pitch	R066 Practice pitch to peers Professional pitch to two people Review of pitch and project	R066 Review of pitch and project Time for resit of R065 Or R064 if needed	Revision