

	What will I learn?	How will I learn it?	Why is it important that I learn this?	Why am I learning this now?
Year 10 Enterprise and Marketing Concepts (Examined Unit) R064	<p>Understand how to target a market including segmentation, market research, and customer feedback</p> <p>Understand what makes a product or service financially viable including fixed and variable costs, revenue, profit and breakeven</p> <p>Understand product development including product lifecycle, extension strategies, product differentiation, USPs and external factors (technological, legal and economic)</p> <p>Understand how to attract and retain customers including income, competitors, production costs, pricing strategies, advertising methods, sales promotion techniques and customer service</p>	<p>A range of case studies will be used to show real examples of how businesses target certain markets.</p> <p>Students will learn through examples of how to calculate the key formulas using formula sheets and examples.</p> <p>Group work is used to create ideas and develop these together.</p> <p>A range of online tools will be used to support learning in this unit.</p>	<p>These units cover the basics of the course. You will be introduced to a range of new concepts, theories and models that you will use in your examined unit and your coursework.</p> <p>The knowledge gained in this unit will allow you to develop your confidence when using subject specific key terms and formulas.</p>	<p>This unit will introduce the key concepts needed for both the R064 examination and the R065 coursework.</p> <p>The knowledge you learn will be important for both the exam and coursework unit for this year but also provides a basis for R066 which will be completed in Year 11.</p> <p>Numeracy and extended writing skills developed during these units will help you throughout the course.</p> <p>These skills will link to work you have done in Maths.</p>

<p>Design a Business Proposal R065 (Coursework unit)</p>	<p>Understand factors for consideration when starting up a business including ownership types, liability, sources of start up capital and business plans</p> <p>Understand different functional activities including human resources, finance, marketing and operations</p> <p>Identify a customer profile</p> <p>Be able to complete market research to aid decisions relating to a business challenge</p> <p>Be able to develop a design proposal for a business challenge</p> <p>Be able to review whether a business proposal is viable</p>	<p>This unit is completed through completion of the controlled assessment project. The focus is on small teacher instructed sessions and then periods of time completing the project. This piece of work makes up 25% of the course. Currently students can choose to focus their work on designing a pizza or a hat.</p>	<p>This unit forms the basis of the controlled assessment project and the content of this unit prepares students to complete R066 in Year 11. Skills of design, market research and financial planning are important in each unit of the course.</p>	<p>This unit shares many of the concepts with R064. This gives students the chance to revise concepts in preparation for their exam at the end of Year 10. It also provides the basis for Year 11.</p>
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