

YEAR 10



R068: Design a Business Proposal

Key skills

Qualitative and quantitative research, analysing and interpreting data, creativity, time management

Curriculum

- Market Research
- Identify Customer Profile
- Produce a design proposal
- Develop a product proposal
- Financial viability
- Review factors that impact success

R069: Market and pitch a business proposal

Key skills

Developing a business plan, communication skills, self reflection and analysing, teamwork and organisational skills

Curriculum

- Develop a Brand
- Promotional Campaign
- Develop a Pitch
- Carry out a Pitch
- Pitch Reflection

YEAR 11



KEY SKILLS

Exam skills - analysing briefs - maths skills
writing extended essay answers

TA 1

- Entrepreneur Characteristics
- Risk Rewards
- Risk Drawbacks

TA 2

- Market Research
- Understanding Data
- Segmentation

TA 3

- Calculating Revenue
- Breakeven Analysis
- Fixed and Variable Costs

TA 4

- Marketing Mix
- Product Lifecycle
- Extension Strategies
- Forms of Ownership

TA 5

- Forms of Ownership
- Sources of Capital
- Support for Enterprise