

Westbourne Academy Curriculum Planning Document Subject: Enterprise: Year 11

Timescale	Autumn		Spring		Summer	
Unit Title	RO69 (TA2) Market and pitch a business proposal	RO69 (TA3) (TA4) Market and pitch a business proposal	RO67(TA1/5): Enterprise and Marketing concepts	RO67(TA1/5): Enterprise and Marketing concepts		
Key knowledge	<ol style="list-style-type: none"> 1. Creating a brand and promotional campaign 2. NEA assessment 	<ol style="list-style-type: none"> 1. Planning a pitch 2. Creating effective presentation skills 3. Practice pitch 4. How to give effective feedback 5. Carrying out a professional pitch 6. Review of your brand 7. NEA assessment 	<ol style="list-style-type: none"> 1. Entrepreneurial characteristics 2. Risk and reward 3. Types of ownership 4. Capital 5. Support for businesses 	<ol style="list-style-type: none"> 1. Market research 2. Market data 3. Market segmentation 4. Marketing Mix 5. Types of advertising 6. Types of costs 7. Calculating revenue 8. Calculating profit 9. Breakeven 10. Cash <p>PRACTICE FOR THE EXAM</p>		
Key terminology	<i>Marketing mix, brand personality, brand identity, brand image, adding value, differentiation, logo, strapline, characters, celebrity endorsement, SWOT analysis, PEST analysis</i> <i>Promotional campaign, Gantt chart, non-digital, advertising, digital advertising, podcast, vlogs, blog, BOGOF, sponsorship, point of sale, product placement, celebrity endorsements, press release, physical stores, digital stores, product lifecycle, extension strategies</i>	<i>Pitch objectives, audience, venue layout, personal appearance, structure of a pitch, visual aids, verbal skills, non-verbal skills, constructive feedback, professionalism</i>	<i>Creatively, innovation, risk taking, negotiation, determination, financial independence, work life balance, risk adverse, crowdfunding, grants, business angels, loans, sole trader, partnership, private limited company, franchise,</i>	<i>Promotional campaign, Gantt chart, non digital, advertising, digital advertising, podcast, vlogs, blog, BOGOF, sponsorship, point of sale, product placement, celebrity endorsements, press release, physical stores, digital stores, product lifecycle, extension strategies</i> <i>Variable costs, fixed costs, total costs, selling price, Revenue, breakeven, profit per unit, total profit, competitive pricing, price penetration, price skimming, psychological pricing</i>		
Assessment (methods to assess)	<ul style="list-style-type: none"> • SMHW quizzes. • Peer and self-assessment • Written assessment- teacher assessed - verbal feedback/ written 	<ul style="list-style-type: none"> • SMHW quizzes. • Peer and self-assessment • Summative assessment from teacher 	<ul style="list-style-type: none"> • End of unit assessment • Problem Solving question • SMHW quizzes. • Exam style questions • PRE PAPER 	<ul style="list-style-type: none"> • End of unit assessment • Problem Solving question • SMHW quizzes. • Exam style questions • PRE PAPER 		
Links to other units in KS4.	There are 3 components which are all inter linked RO67, RO68 and RO67	There are 3 components which are all inter linked RO67, RO68 and RO67	There are 3 components which are all inter linked RO67, RO68 and RO67	There are 3 components which are all inter linked RO67, RO68 and RO67		