Autumn Learning Journey for E&M

How does this unit link to prior learning?

This is a mandatory coursework unit that students will study for two terms, using the scenario provided by OCR. The final coursework mark will be submitted to the exam board in May. The theory needed for this coursework is from *R067: Enterprise and marketing concepts* and will be covered in more detail in Year 11.

What will you be learning about?	How does this link to the wider curriculum?
In this unit, students will learn how to carry out market research and use their findings to decide who their customers will be. They will create a design mix and produce design ideas for their product. Using feedback, they will decide on their final design. After this, they will carry out financial calculations to determine whether their proposal is likely to make a profit.	This unit is deeply integrated into your broader business education, providing the practical evidence base for the academic theory covered in **R067: Enterprise and marketing concepts**. **Theory into Practice:** The coursework serves as a tangible case study for the concepts learned in R067, such as market segmentation, the marketing mix, and financial planning. **Skill Development:** Beyond business knowledge, this unit hones critical thinking, data analysis, and professional presentation skills—all of which are highly transferable to other subjects like Economics, Mathematics, and Design Technology. **Curriculum Progression:** By mastering these fundamentals in the coursework, you will be well-positioned to tackle the more advanced enterprise and marketing theory scheduled for Year 11, ensuring you have a concrete context for those abstract concepts.

We will develop our learning each week by focusing on:

	RAG		RAG
1. 7 characteristics of successful entrepreneurs: Creativity | Innovation | Risk-taking| Communication | Negotiation | Confidence| Determination		**5. 6 purposes of market research:** Risk | Reduce| Market | Customers | Views| Product development | Good | Service | Complements	
2. 4 rewards of taking a risk: Financial | Independence | Self-satisfaction | Making a difference/change		**6. 7 main primary research methods:** Observations | Questionnaires| Survey | Interviews | Focus groups | Consumer trials| Test marketing/pilots	
3. 4 drawbacks of taking risks: Financial | Health/wellbeing | Work-life balance| Personal relationships		**7. Secondary market research methods:** Internal data | Books | Newspapers| Trade magazines | Competitors data| Government publications| Mintel	
4. 6 purposes of market research: Risk | Reduce| Market | Customers | Views| Product development | Good | Service | Complements		**8. 6 main market segmentation methods:** Age | Gender | Occupation | Income | Location | Lifestyle	

Key Vocabulary

Market Research	Primary Research	Secondary Research	Target Market	Market Segmentation	Design Mix	Aesthetics	Function	Prototype	Feedback
Fixed Costs	Variable Costs	Total Costs	Revenue	Profit	Break-even Point	USP (Unique Selling Point)	Competitive Advantage	Feasibility	Qualitative Data

How will this help you in the future?	
KS4	**Beyond LHS**
Navigating a two-term project requires sustained focus. Learning how to break a large brief into smaller, manageable milestones is a skill that will directly improve your performance in other subjects and GCSE exam preparations. This unit teaches you to justify your decisions using data. This is a critical skill for GCSE English (building an argument), Science (evaluating experimental data), and Geography/History (analysing evidence).	In the workplace, you are rarely given a "right answer." You are given a problem and limited resources. This course mimics real-world enterprise by forcing you to balance **Function, Cost, and Aesthetics**—a fundamental challenge in fields ranging from Engineering and Architecture to Tech Startups and Creative Design. Understanding the difference between fixed and variable costs and calculating profit margins provides you with a baseline of financial intelligence. Whether you eventually start your own business, manage a department budget, or simply manage your personal finances, these concepts are essential. Employers highly value individuals who understand the "big picture." Knowing how a product moves from a concept on paper to a profitable item on a shelf gives you a competitive edge in any commercial or business-related career path.