

UNIT OVERVIEW & LEARNING JOURNEY

YEAR 10 – Enterprise & Marketing: TERM 3

R069 – Design a business proposal



Aim of this unit:

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 January of Year 11. The theory needed for this coursework is from *R067: Enterprise and marketing concepts* and will be covered in more detail in Year 11.

In this unit students will learn how to design a brand which will make their product stand out in the market, before creating a promotional campaign to get their brand noticed by customers. They will need to create a presentation that they will pitch to an audience. After delivering their professional pitch to an audience, they will reflect on their pitching skills, brand, promotional campaign, and the likely success of the product.

Assessment Procedures:

This is the first piece of coursework which students will need to complete independently. This unit is worth 30% of the overall course.

Grading for the course is:

- Pass - equivalent to grade 4 at GCSE
- Merit - equivalent to grade 5.5 at GCSE
- Distinction - equivalent to grade 7 at GCSE

On completion of this unit students will have gained some of the essential skills and knowledge needed to start a business. They will also have gained the transferable skills of creativity, self-assessment, providing and receiving feedback, communication, and evaluation.

Homework:

Homework will be set at least once a week. Details of individual homework can be found on Synergy.

How can you help?

Ensure your child attends sessions with their teacher after school to improve their coursework. They should also review their theory regularly at home, as well as complete homeworks thoroughly as they are all from past exam papers.

Encourage your child to read and watch the news regarding the business world and discuss this with them. Real life examples will enable them to gain a deeper understanding of the subject and topics they have studied.

PROGRESS so far...			My Target Grade:			L2P	L2M	L2D	L2D*
R068	Mark	Grade	R069	Mark	Grade	R067	Exam in Year 11		

