

Campsmount Academy

'Creating the best version of you today, for success tomorrow'.

Business	Year 10	HT1	HT2	HT3	HT4	HT5	HT6
	Topic/ Big idea	R068: Design of a business proposal R067: Enterprise and Marketing concepts					R069: Market and pitch a business proposal R067: Enterprise and marketing concepts
	Curriculum Related Expectation	R068 ❖ Task 1: Complete market research to aid decisions ❖ Task 2: Identify a customer profile ❖ Task 3: Produce a design proposal ❖ Task 4: Develop a product proposal ❖ Task 5: Review whether a business proposal is financially viable ❖ Task 6: Review factors that may impact the success of the business proposal					R069 ❖ Task 1: External factors
		R067 ❖ TA1: Characteristics, risk and reward for enterprise ❖ TA2: Market research to target a specific customer ❖ TA3: What makes a product financially viable?					
	Keywords	Aims Research Market Primary market research Qualitative Quantitative Sampling Accurate Analysis Secondary Biased Unreliable Cost effective	Design Profile Economic manufacture Costs Aesthetics Function Segmentation	Costs Profit Loss Revenue Breakeven Pricing Price Fixed costs Variable costs Viability	Feedback Assessment Comparison Risk factors	Risks Profit Revenue Costs Viability Success Profitability	Competitors External factors Opportunities Threats Economic Social Technological Ethical Morals Equality Interest rates Inflation Disposable income

		Entrepreneurs Risk Reward Customer Consumer Goods Services					
	Assessment			Jan 26 Assessment Window		May 26 Assessment Window	
	Revision Strategy	Mind Maps and Look, Cover, Write, Check, Carousel, Practice Questions (Challenge Zone)	Mind Maps and Look, Cover, Write, Check, Carousel, Practice Questions (Challenge Zone)	Mind Maps and Look, Cover, Write, Check, Carousel, Practice Questions (Challenge Zone)	Mind Maps and Look, Cover, Write, Check, Carousel, Practice Questions (Challenge Zone)	Mind Maps and Look, Cover, Write, Check, Carousel, Practice Questions (Challenge Zone)	Mind Maps and Look, Cover, Write, Check, Carousel, Practice Questions (Challenge Zone)
	Wider Links	Task 1 Mathematics (data collection, statistics, percentages, graphs); English (questionnaire design, communication, report writing); Computing (surveys, spreadsheets, data analysis); Taks 2 English (audience awareness, communication skills); PSHE (understanding different groups and needs); Mathematics (interpreting demographic data) Task 3 Art & Design (creative thinking, sketching, presentation of ideas); Design & Technology (design processes, product specifications); English (persuasive and technical writing); Computing (digital design and presentation software). Task 4 Design & Technology (product development and prototyping); English (proposal writing and pitching ideas); Science (materials, sustainability, product functionality). Task 5 Mathematics (costing, budgeting, profit margins, break-even analysis); Computing (spreadsheet modelling and forecasting). Task 6 Mathematics (probability and forecasting); Geography (economic and environmental influences); PSHE/Citizenship (ethical decision-making and social responsibility); English (evaluation and justification of conclusions).					Mathematics – percentages, rates of change, budgeting, income and expenditure calculations, interest calculations, and interpreting economic data. Geography – national and global economic trends, regional inequalities, employment patterns, population change, and the impact of economic events on different areas. PSHE – financial literacy, household budgeting, personal finance, financial wellbeing, social responsibility, and the impact of economic changes on individuals and communities.

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Business	Year 11	HT1	HT2	HT3	HT4	HT5
	Topic/ Big idea	R069: Market and pitch a business proposal R067: Enterprise and marketing concepts		R067: Enterprise and marketing concepts		
	Curriculum Related Expectation	R069 ❖ Task 2: Create a promotional campaign ❖ Task 3: Develop a pitch for your proposal ❖ Task 4: Pitch your business proposal ❖ Task 5: Reflect on your pitch and business proposal		Content not covered is taught first: R067 ❖ TA5: Factors to consider when starting up and running an enterprise ❖ TA4: Creating a marketing mix to support a product		
		R067 ❖ Recap of TA3: What makes a product financially viable ❖ Appropriate sections of TA4: 4.4 Sales promotion techniques		Previously taught content is retaught to ensure knowledge is secure, this will include: R067 ❖ TA1: Characteristics, risk and reward for enterprise ❖ TA2: Market research to target a specific customer ❖ TA3: What makes a product financially viable?		
	Keywords	External factors Opportunities Threats Economic Technological Ethical Social Promotional Advertising Professional Pitch Assessment Reflection		Marketing mix Price Product Place Promotion Advertising Promotion Lifecycle Pricing strategies Ownership Sole trader Partnership Public Limited Company		

	Proposal Campaign		Private Limited Company Franchise Franchisee Franchisor		
	Application of knowledge (Assessment)		Jan 24 Assessment Window		May 24 Assessment Window
	Revision Strategy	Mind Maps and Look, Cover, Write, Check, Carousel, Practice Questions (Challenge Zone)	Mind Maps and Look, Cover, Write, Check, Carousel, Practice Questions (Challenge Zone)	Mind Maps and Look, Cover, Write, Check, Carousel, Practice Questions (Challenge Zone)	Mind Maps and Look, Cover, Write, Check, Carousel, Practice Questions (Challenge Zone)
	Wider Links	Task 2 English (persuasive writing, audience awareness, communication); Art & Design (branding, visual communication, graphic design); Computing (digital media, content creation, presentation software); Media Studies (advertising techniques, target audiences, marketing messages); Mathematics (interpreting campaign data and budgets). Task 3 English (public speaking, persuasive language, presentation skills); Drama (confidence, vocal delivery, audience engagement); Computing (presentation software and multimedia tools); PSHE (communication, self-confidence, teamwork). Task 4 English (verbal communication, persuasion, responding to questions); Drama (presentation techniques, body language, performance skills); Computing (delivering digital presentations); PSHE (confidence building, interpersonal skills, professional conduct). Task 5 English (evaluative writing, self-assessment, constructive feedback); PSHE (personal development, resilience, target setting); Mathematics (analysing feedback data and outcomes); Careers Education (professional reflection, employability skills, continuous improvement).		TA1 ❖ Mathematics – Calculating profit, loss, percentage returns, and financial risk. ❖ PSHE – Confidence, resilience, decision-making, and personal development. ❖ Careers Education – Self-employment, entrepreneurship pathways, and employability skills. ❖ Technology – Innovation and product development. TA2 ❖ Mathematics – Data collection, graphs, percentages, and statistical analysis. ❖ ICT/Computing – Online surveys, data management, and analytics. ❖ Media Studies – Audience profiling and segmentation. ❖ Geography – Demographics, population studies, and location analysis. ❖ English – Designing questionnaires and analysing responses. ❖ PSHE – Understanding different groups, needs, and consumer choices. TA3 ❖ Mathematics – Break-even analysis, profit calculations, budgeting. ❖ Design & Technology – Manufacturing costs and product development. ❖ Computing – Spreadsheet modelling and financial forecasting. ❖ PSHE – Responsible financial decision-making TA4 ❖ Art & Design – Branding, packaging, logos, and visual communication.	

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