

<b>OVERVIEW</b>	<p>In Year 10 our aim to ensure that students have the theoretical knowledge of Enterprise and Marketing as they prepare for their written exam - R064.</p>		
<b>AUTUMN</b>	<p>LO1: Understand how to target a market</p> <p>LO2: Understand what makes a product or service financially viable</p> <p>LO3: Understand product development</p>	<p><b>Assessment</b> Students will be assessed by written tests after each topic. Students will be tested on prior learning at their Mid-Year and End of Year exams.</p>	<p><b>Personal Development</b> Students will look at the changes within society and how they may impact on businesses; investigate the area of business ethics; consider the ethical boundaries in which businesses must operate and look at the issues of unemployment and economic factors relating to businesses; consider the costs and benefits to society and the wider community as a result of business decisions.</p>
<b>SPRING</b>	<p>LO4: Understand how to attract and retain customers</p>	<p><b>Assessment</b> Students will be assessed by written tests after each topic. Students will be tested on prior learning at their Mid-Year and End of Year exams.</p>	<p><b>Personal Development</b> Students will look at employment legislation and consider ethical aspects of business and why some companies adopt ethical practices while others do not; consider issues such as minimum wage versus living wage and use of ethical suppliers and working conditions, especially where products are imported; look at the cultural differences between different customer groups which businesses may be targeting their products/services towards and how these differences will impact upon sales.</p>
<b>SUMMER</b>	<p>LO5: Understand factors for consideration when starting up a business</p> <p>LO6: Understand different functional activities needed to support a business startup</p>	<p><b>Assessment</b> Students will be assessed by written tests after each topic. Students will be tested on prior learning at their Mid-Year and End of Year exams.</p>	<p><b>Personal Development</b> To facilitate and encourage social development, students will look at the impact businesses have upon the different stakeholders who have an interest in the way that a business operates.</p>

### Useful links

<https://www.youtube.com/playlist?list=PL27vaenVnLtYSNf-RKwKzCjLV3O3CiOP>

[https://www.youtube.com/playlist?list=PL31EOMw-r2Hi-l\\_k9IGna42hevnvJUBeb](https://www.youtube.com/playlist?list=PL31EOMw-r2Hi-l_k9IGna42hevnvJUBeb)