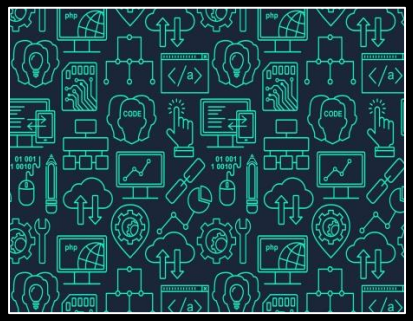
Computing & Business Faculty Curriculum Overview

	Term 1 (September-December)	Term 2 (January-April)	Term 3 (April-July)
Year 10	**New Skills** • Apply market segmentation to different scenarios. • Identify the overall purpose of the research • - Identify suitable research methods/types • - What businesses need to consider when completing the research (e.g. customer profile, location, cost, time. • Analyse results • Relating designs to the business challenge brief • - Identifying and using creative techniques (e.g. mind map, mood board, SCAMPER model, deliberate creativity) • Gaining feedback, Strengths and weaknesses of design proposals relating to customer profile. • Calculate the costs involved in a business challenge. • Apply an appropriate pricing strategy • Identify the challenges when launching a new product. • Review the likely success of a business challenge. **Recalled Skills** • Understanding Target audience • Conducting Market research • App screen design • App costing **New Knowledge** • Benefits of market segmentation (e.g. increased future sales, greater knowledge of the market, ability to target particular groups, prevent losses) • How to select appropriate primary and secondary research methods and types in order to complete meaningful research. • How to produce designs for a business challenge to meet the market need. • How to review designs for a business challenge. • Understand the realistic costs relating to a business challenge. • Types of different pricing strategies • Understand the risks involved when launching a new product.	**New Skills** • Build a brand identity • Apply this to the hat scenario • Assess the appeal to the customer profile • Create a set of Promotional objectives • Select and justify appropriate promotional methods • Consider audience, establish objectives of pitch, consider venue, & identify appropriate media to deliver a pitch, consider personal appearance. • Plan a pitch. **Recalled Skills** • Created a Logo and some advertising material • Created a set of promotional material • Producing a business presentation for an audience • Reflecting on own/team performance **New Knowledge** • Understand What is a brand • Why branding is used • Understand why Businesses use promotional methods. • Be able to identify different methods of Promotion. • Be able to plan a pitch for a proposal **Recalled Knowledge** • Branding related to the App	**New Skills** • Use and develop personal and presentation skills to deliver a professional pitch. • Review pitch, using a range of sources of evidence, compare the outcomes of the pitch with objectives. • Identify future developments/recommendations for further refinement. • Create a good pitch for your business idea. **Recalled Skills** • Reflecting on own/team performance **New Knowledge** • Be able to pitch a proposal to an audience • Be able to review the strengths and weaknesses of a proposal and pitch. • Understand why a pitch is good • How to prepare a good pitch. **Recalled Knowledge** • Features of a good pitch **Assessment:** Online quiz consisting of multiple choice, short/medium answer questions which will include a minimum



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	Recalled Knowledge • Understanding the Target audience • Understanding the different types of market research. • Create a design to meet a need • Understand what costs are related to developing an app **Assessment:** Online quiz consisting of multiple choice, short/medium answer questions which will include a minimum 1/3 of questions related to previous content. Tasks related to R065 and uploaded to Teams. Completion of OCR R065 Coursework unit	• Able to identify a select number of promotional methods. **Assessment:** Online quiz consisting of multiple choice, short/medium answer questions which will include a minimum 1/3 of questions related to previous content. Tasks related to R066 and uploaded to Teams. Practice Pitch Completion of OCR R065 Coursework unit	2/3 of questions related to previous content. Tasks related to R066 and uploaded to Teams. Final Pitch Completion of OCR R065 Coursework unit

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Year 11	**New Skills** • To include the value of customer feedback when setting up a new business. To include recommendations of appropriate methods for a given start-up business • Learners will be expected to interpret a product lifecycle diagram to identify the stages of one. • To include the relative advantages and disadvantages of different extension strategies when considering the appropriateness of each; and make recommendations for a specific situation • Apply knowledge of external factors. • Product knowledge • Customer engagement (e.g. presentation, communication skills) • After sales service **Recalled Skills** • Research • Creating a customer profile • Advantages and disadvantages of business tools. **New Knowledge** • The types of customer feedback techniques available to business start-ups. • The product lifecycle. • Extension strategies for products in the product lifecycle and the appropriateness of each • The impact of external factors on product development • How customer service is used to attract and retain customers **Recalled Knowledge** • Customer Profile • Product information	**New Skills** • To include the advantages and disadvantages of each form of ownership. • To include an identification of which type of liability relates to each form of ownership. • To include a definition and key features of each source of capital/finance. Learners should know the advantages and disadvantages of each source of capital/finance, and their appropriateness to a specific business and/or situation. • Apply skills to develop a business plan • Identify the purpose of each of the main functional activities that may be needed in a new business **Recalled Skills** • Finance skills from R065 • Business planning from R065 **New Knowledge** • Appropriate forms of ownership for business start-ups. • Basic legal requirements to start the business. • Source(s) of capital for business start-ups • The importance of a business plan • The purpose of each of the main functional activities that may be needed in a new business **Recalled Knowledge** • What is a business plan • What finances does a business need to operate **Assessment:**	**New Skills** • Exam skills and techniques • Exam command words • Long question technique • Revision methods **Recalled Skills** • Exam technique • Revision methods **New Knowledge** • Exam technique • Revision methods **Recalled Knowledge** • Benefits of market segmentation • Primary and secondary market research. • Understand the realistic costs relating to a business challenge. • Types of different pricing strategies • Understand the risks involved • Understand What is a brand • Why branding is used • Understand why Businesses use promotional methods. • Be able to identify different methods of Promotion. • Types of customer feedback techniques • The product lifecycle. • Extension strategies for products in the product lifecycle • The impact of external factors on product development • Customer service • Appropriate forms of ownership for business start-ups. • Basic legal requirements to start the business.

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	Assessment: Online quiz consisting of multiple choice, short/medium answer questions which will include a minimum 2/3 of questions related to previous content. Exam questions written in books culminating in a final score out of 60 for the half term. Mock Examinations	Online quiz consisting of multiple choice, short/medium answer questions which will include a minimum 2/3 of questions related to previous content. Exam questions written in books culminating in a final score out of 60 for the half term. Mock Examinations	• Source(s) of capital for business start-ups • The importance of a business plan • Functional activities. **Assessment:** Online quiz related to previous content. Exam questions written in books culminating in a final score out of 60 for the half term. Mock Examinations Past papers.