Long Term Plan: Long Term Plan: Business studies year 10 (OCR Enterprise)

	W/B 10/09	W/B 17/09	W/B 24/09	W/B 01/10	W/B 08/10	W/B 15/10	W/B 29/10	W/B 05/11			
Term 1	Unit Title: Design a business										
	LO1: Be able to	LO1: Be able to identify the customer	LO1: Be able to identify the	LO1: Be able to identify the	LO2: Be able	LO2: Be able to complete	LO2: Be able to complete market	LO2: Be able to complete			
	profile for a business	profile for a business	customer	customer	market	market	research to aid	market			
	challenge	challenge	profile for a	profile for a	research to	research to	decisions relating				
	_	_	business	business	aid decisions	aid decisions	to a business	aid decisions			
			challenge	challenge	relating to a	relating to a	challenge	relating to a			
					business	business		business			
					challenge	challenge		challenge			
Term 2	W/B 31/12	W/B 07/01	W/B 14/01	W/B 21/01	W/B 28/01	W/B 04/02	W/B 11/02	W/B 25/02			
	Unit Title: Design a business proposal Unit title										
	LO4: Be able to	LO4: Be able to	LO4: Be able	LO4: Be able	LO4: Be able	LO4: Be able	LO1: Be able to	LO1: Be able			
	review whether a	review whether a	to review	to review	to review	to review	develop a brand	to develop a			
	business proposal is	business proposal is	whether a	whether a	whether a	whether a	identity and	brand identity			
	viable	viable	business proposal is	business proposal is	business proposal is	business proposal is	promotional plan to target a	and promotional			
			viable	viable	viable	viable	customer profile	plan to target			
								a customer			
								profile			
Term 3	W/B 29/04	W/B 06/05	W/B 13/05	W/B 20/05	W/B 03/06	W/B 10/06	W/B 17/06	W/B 24/06			
	Unit title: Market and pitch a business proposal										
	LO3: Be able to pitch	LO3: Be able to pitch	LO3: Be able	LO3: Be able	LO3: Be able	LO4: Be able	LO4: Be able to	LO4: Be able			
	a proposal to an audience	a proposal to an	to pitch a	to pitch a	to pitch a	to review the	review the	to review the			
	audience	audience	proposal to an audience	proposal to an audience	proposal to an audience	strengths and weaknesses	strengths and weaknesses of a	strengths and weaknesses			
			a addiction	a addiction	a addiction	of a proposal	proposal and	of a proposal			
						and pitch	pitch	and pitch			

For information on asse

Please note that assessment fo controlled assessment conditio



W/B 12/11	W/B 19/11	W/B 26/11	W/B 03/12	W/B 10/12	W/B 17/12							
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s proposal												
LO2: Be able to complete market research to aid decisions relating to a business challenge	LO3: Be able to develop a design proposal for a business challenge	LO3: Be able to develop a design proposal for a business challenge	LO3: Be able to develop a design proposal for a business challenge	LO3: Be able to develop a design proposal for a business challenge	LO3: Be able to develop a design proposal for a business challenge							
W/B 04/03	W/B 11/03	W/B 18/03	W/B 25/03	W/B 01/04	W/B 08/04							
					, 5 50, 54							
e: Market and pitch a business proposal												
LO1: Be able to develop a brand identity and promotional plan to target a customer profile	LO1: Be able to develop a brand identity and promotional plan to target a customer profile		LO2: Be able to plan a pitch for a proposal		LO2: Be able to plan a pitch for a proposal							
W/B 01/07	W/B 08/07	W/B 15/07										
LO4: Be able to review the strengths and weaknesses of a proposal and pitch	LO4: Be able to review the strengths and weaknesses of a proposal and pitch	LO4: Be able to review the strengths and weaknesses of a proposal and pitch										

ssments see aditional assessment guidance

r year 10, is off timetable and will be in formal ns with the use of external invidulators.