

Subject	Year 10 content – Autumn term	
OCR National – Enterprise and marketing  (Business)	<p>Students will begin with an introduction to new qualification, unit, features of unit and assessment. During this term, students will begin their R067 external examination unit alongside their R068 coursework unit.</p> <p><b>1 - (R067) Examination unit</b></p> <p>1.1 Characteristics of successful entrepreneurs</p> <p>1.2 Potential rewards for risk taking</p> <p>1.3 Potential drawbacks for risk taking</p> <p>1.2 Types and of market segmentation</p> <p>3.1 Students will understand what makes a product or service financially viable</p> <p>3.1 Cost of producing the product or service</p> <p>3.2 Revenue generated by sales of the product or service</p> <p>3.3 Profit level</p> <p>3.2 Revenue generated by sales of the product or service</p> <p>3.3 Profit level</p> <p>3.4 Use of break-even as an aid to decision making</p> <p><b>2 - (R068) Coursework</b></p> <p>2.5 The need for customer segmentation</p> <p>2.0 Benefits of market segmentation</p> <p>2.1 The purpose of market research</p> <p>2.2 Primary (field) market research</p> <p>2.3 Secondary (desk) market research</p> <p><b>3 - (R068) coursework tasks</b></p> <p>Market research task 1</p> <p>Customer profile task 2</p> <p>Produce a design proposal</p>	<ul style="list-style-type: none"> <li>● Encourage your child to revise content taught in school from their class notes or resource booklets, testing them on the key concepts and key terms for each topic if possible.</li> <li>● Encourage your child to complete additional coursework at home to add extra detail.</li> <li>● Encourage your child to attend the drop-in session 3 available for additional support.</li> </ul>