Meden School Curriculum Planning							
Subject	BTEC Media	Year Group	11	Sequence No.	MTP 2	Topic	RO65

Retrieval	Core Knowledge	Student Thinking
What do teachers need to retrieve from students before they start teaching new content?	What specific ambitious knowledge do teachers need to teach students in this sequence of learning?	What real life examples can be applied to this sequence of learning to develop our students' thinking, encouraging them to see the inequalities around them and 'do something about them!'
Students' knowledge from KS3 units will be helpful. E.g. knowledge of branding, creating designs and plans, spreadsheets, responding to industry style briefs, responding to audience needs etc are all useful knowledge from the KS3 Computing curriculum that can be	**TAKEN FROM THE OCR SCHEME OF LEARNING** LO1 Introduction to the new unit, features of unit and assessment. • How to identify customers and how businesses build customer profiles • Benefits of market segmentation and how this is applied within businesses e.g. age, gender etc. *Revision from Unit R064 LO1 1.3* LO2 Revision on Market Research to include:	Ensure learner entries for external exam have been made. Check external exam date/time from OCR Website. Exam will be May/June time. Delivery Guide Unit **R065** Design a business proposal LO1 How to identify potential customers page 7 www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf Delivery Guide Unit **R065** Design a business proposal LO1 Identifying customers page 7 www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf Market segmentation resource: http://www.segmentationstudyguide.com/understanding-market-segmentation/a-step-by-step-guide-to-segmenting-a-market/ Delivery Guide Unit **R065** Design a business proposal LO2 Primary research methods and secondary research methods in business page 9 http://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf Which method? page 9 http://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf

Meden School Curriculum Planning – Medium Term Plan

| reapplied throughout this component. | • primary/secondary methods
• purpose
• types
• how to carry out research.

LO2 Sampling methods used by business.

How to review the results of market research to include:
• data collection
• presentation
• analysis.

Using market research to develop a proposal.

LO3 How and why products are designed in business to meet the demands of business.

Creative techniques used in business for product design to include:
• mind maps
• mood Board
• deliberate creativity
• SCAMPER model. | Media clip that focuses on Random and Quota sampling
https://revisionworld.com/gcse-revision/business-studies/marketing/marketing-research

Delivery Guide Unit **R065** Design a business proposal
LO2 Sampling methods in practice page 10 http://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf

Two tasks that follow on from each other:
Delivery Guide Unit **R065** Design a business proposal
LO2 Devising a questionnaire page 9 and Reviewing page 10
http://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf

Media clip looking at Gaps in the market and Entrepreneurship
https://www.bbc.com/education/clips/z8vm6sg

Delivery Guide Unit **R065** Design a business proposal
LO3 Product designs

Creative techniques; A learner guide

SCAMPER model in practice page 11
http://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf

Delivery Guide Unit **R065** Design a business proposal
LO3 Different methods of feedback page 13 and Design alterations page 12
http://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf

Media Clips focusing on developing products
Anti-Theft https://www.bbc.com/education/clips/zp9nvcw
Lamps https://www.bbc.com/education/clips/z6y76sg
Plastic chairs https://www.bbc.com/education/clips/zjh8q6f
http://www.bbc.co.uk/schools/gcsebitesize/design/resistantmaterials/designanalysisevaluationrev2.shtml

Delivery Guide Unit **R065** Design a business proposal |

| | LO3 Different methods of how to review product ideas in Business.

Review product ideas to gain:
• feedback
• assessment
• strengths
• weaknesses.

Product ideas created for a given purpose in business.

LO4 Financial terms required to cost a business challenge.

How to calculate profit.

LO4 What are pricing strategies and the different types of each method to include:
• competitive
• psychological pricing
• price skimming
• price penetration.

LO4 How to review the success of a business venture using a variety of different products/services. | LO3 Financial terms and the concept of profit page 14 http://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf

Delivery Guide Unit **R065** Design a business proposal
LO4 Types of pricing strategies and examples of pricing strategies page 14
http://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf

Delivery Guide Unit **R065** Design a business proposal
LO4 Junior Dragons Den and Young Enterprise Product ideas page 15
http://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf

https://www.bbc.com/education/guides/zxq2hyc/revision
Media clip based on revenue, costs and profit
https://www.bbc.com/education/guides/zxq2hyc/video

https://www.tutor2u.net/business/reference/breakeven-analysis-revision-presentation
http://www.bbc.co.uk/schools/gcsebitesize/business/finance/profitabilityrev1.shtml

https://www.entrepreneur.com/article/234094
https://www.tutor2u.net/business/reference/starting-a-business-risks-and-rewards
http://www.bbc.co.uk/schools/gcsebitesize/business/aims/aimsandactivitiesrev5.shtml
http://www.bbc.co.uk/schools/gcsebitesize/business/aims/publicsectorrev3.shtml

Design a business proposal R065 OCR-set assignment
http://www.ocr.org.uk/Images/338472-unit-r065-design-a-business-proposal-set-assignment.pdf

Teacher to refer to candidate styles answers to aid the marking when required
http://www.ocr.org.uk/Images/390485-unit-r065-candidate-style-answers.pdf |

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Business considerations in terms of:
- predicted sales
- predicted profit.

LO4 Identifying the challenges that businesses face when launching new products to include:
- risks
- demand
- copyright
- patenting.

Introduction to the OCR-set assignment for Unit R065. Teachers must read the 'General information for learners' within the assignment brief, scenario and learner tasks. Learners must be aware of the 15-20 hours given for this task in lesson time.

Completion of R065 OCR-set assignment in lesson time for 15-20 hours.

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Vocab List

SME, enterprise, company, firm, business, micro, staff, sole-trader, partnership, limited liability partnership, limited liability, ltd, social enterprise, location, physical, online, side hustle, sector, B2B, B2C, social enterprise, goods, services, bricks, clicks, flips, e-commerce, break-even, expansion, sales, ethics, social service, skills, characteristics, time management, negotiation, risk, versatility, motivation, proactiveness, adaptability, resilience, adversity, optimism, vision, resourcefulness, capacity to inspire.

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