

Long Term Plan: Long Term Plan: Business studies year 9 (OCR Enterprise)

Term 1	W/B 10/09	W/B 17/09	W/B 24/09	W/B 01/10	W/B 08/10	W/B 15/10
	LO1: Be able to identify the customer profile for a business challenge	LO1: Be able to identify the customer profile for a business challenge	LO1: Be able to identify the customer profile for a business challenge	LO1: Be able to identify the customer profile for a business challenge	LO1: Be able to identify the customer profile for a business challenge	LO1: Be able to identify the customer profile for a business 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
	LO2: Be able to complete market research to aid decisions relating to a business challenge	LO2: Be able to complete market research to aid decisions relating to a business challenge	LO2: Be able to complete market research to aid decisions relating to a business challenge	LO2: Be able to complete market research to aid decisions relating to a business challenge	ASSESSMENT MB1: 1 to 2 marks Provides a limited explanation of market segmentation, including a few segmentation techniques and demonstrating a basic understanding of the benefits to a business. ASSESSMENT	MB2: 3 to 4 marks Describes and demonstrates a good understanding of the importance of market research. The description includes a range of research methods. Relevant descriptions of the advantages and disadvantages of each selected market research tool are provided. The sampling methods are explained, evidencing a sound understanding.
	W/B 29/04	W/B 06/05	W/B 13/05	W/B 20/05	W/B 03/06	W/B 10/06
<b>Unit Title</b>						

Term 3	<p><b>MB1: 1 to 2 marks</b>  A basic self-assessment is produced and feedback from others is briefly summarised.  Modifications to the design are carried out, which are partly outlined.  Limited reasons for choosing the final design are provided</p>	<p><b>MB2: 3 to 4 marks</b>  A sound self-assessment is produced and feedback from others is mostly summarised.  Appropriate modifications to the design are carried out, which are identified and described.  The reasons for choosing the final design are clearly explained.</p>	<p><b>MB3: 5 to 6 marks</b>  A thorough self-assessment is produced and feedback from others is effectively summarised.  Appropriate modifications to the design are carried out, which are clearly detailed and fully explained.  The reasons for choosing the final design are fully justified.</p>	<p><b>LO4: Be able to review whether a business proposal is viable</b></p>	<p><b>LO4: Be able to review whether a business proposal is viable</b></p>	<p><b>LO4: Be able to review whether a business proposal is viable</b></p>
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W/B 29/10	W/B 05/11	W/B 12/11
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## Unit Title: Design a business proposal

<p>ASSESSMENT MB1: 1 to 2 marks Provides a limited explanation of market segmentation, including a few segmentation techniques and demonstrating a basic understanding of the benefits to a business.</p>	<p>MB2: 3 to 4 marks Provides a clear explanation of market segmentation, including some segmentation techniques and demonstrating a reasoned understanding of the benefits to a business.</p>	<p>MB3: 5 to 6 marks Provides a comprehensive explanation of market segmentation, including a full range of segmentation techniques and demonstrating a thorough understanding of the benefits to a business.</p>
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W/B 11/02	W/B 25/02	W/B 04/03
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## Unit Title: Design a business proposal

<p>MB3: 5 to 6 marks Describes and demonstrates a thorough understanding of the importance of market research. The description includes a wide range of research methods. Detailed explanations of the advantages and disadvantages of each selected market research tool are provided. The sampling methods are comprehensively explained, evidencing a thorough understanding.</p>	<p>MB1: 1 to 4 marks Creates market research tools with limited effectiveness, resulting in completed research outcomes with basic relevance to the objectives. Partly reviews the results to inform decision making. Collates the results using basic methods to briefly present some outcomes.</p>	<p>MB2: 5 to 8 marks Creates mostly appropriate market research tools, resulting in completed research outcomes with clear relevance to the objectives. Effectively reviews the results to inform decision-making. Collates the results using mostly effective methods to present a sound summary of the outcomes.</p>
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W/B 17/06	W/B 24/06	W/B 01/07
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## : Design a business proposal

<p>LO4: Be able to review whether a business proposal is viable</p>	<p>MB1: 1 to 3 marks</p> <p>Identifies the fixed and some variable costs relating to their chosen product design and applies the information identified to complete variable cost calculations for their product design, with limited accuracy.</p> <p>Selects a pricing strategy for their product design with little relevance to their identified customer profile and proposes a selling price per unit that evidences limited consideration.</p> <p>Predicts a number of units for sale in the first month that evidences basic reasoning and calculates the predicted total costs for the first month and predicted total profit for the first month, with limited accuracy.</p> <p>[1 2 3]</p> <p>MB1: 1 to 3 marks</p> <p>Demonstrates a basic understanding of break-even. Applies the break-even formula in order to calculate the break-even point for their business proposal with limited accuracy.</p>	<p>MB2: 4 to 6 marks</p> <p>Identifies the fixed and most relevant variable costs relating to their chosen product design and applies the information identified to complete accurate variable cost calculations for their product design.</p> <p>Selects a pricing strategy that is mostly appropriate for their product design and identified customer profile and proposes a partly reasoned selling price per unit.</p> <p>Predicts a partly reasoned number of units for sale in the first month and mostly accurately calculates predicted total costs for the first month and predicted total profit for the first month.</p> <p>[4 5 6]</p> <p>MB2: 4 to 6 marks</p> <p>Demonstrates a sound understanding of break-even. Accurately applies the break-even formula in order to calculate the break-even point for their business proposal.</p>
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For information on assessments see additional assessment guidance



W/B 19/11	W/B 26/11	W/B 03/12	W/B 10/12
MB1 1 to 2 marks Describes limited features of a specific customer profile using market segmentation and partly applies this knowledge to the requirements of the business challenge.	MB2: 3 to 4 marks Describes some features of a specific customer profile using market segmentation and mostly accurately applies this knowledge to the requirements of the business challenge.	MB3: 5 to 6 marks Describes in detail the features of a specific customer profile using market segmentation and accurately applies this knowledge to the requirements of the business challenge.	LO2: Be able to complete market research to aid decisions relating to a business challenge
W/B 11/03	W/B 18/03	W/B 25/03	W/B 01/04
MB3: 9 to 12 marks Creates comprehensive, accurate and fully appropriate market research tools resulting in completed research outcomes that are effective and wholly relevant to the objectives. Thoroughly analyses results to inform decision making. Collates the results using effective methods in order to comprehensively present the outcomes.	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 08/07	W/B 15/07		

MB3: 7 to 9 marks

Identifies the fixed and all relevant variable costs relating to their chosen product design and applies these to accurately calculate the total variable costs per unit for their product design.

Selects a pricing strategy that is wholly appropriate for their product design and identified customer profile and proposes a thoroughly reasoned and appropriate selling price per unit.

Predicts a considered, realistic number of units for sale in the first month and accurately calculates predicted total costs for the first month and predicted total profit for the first month.

[7 8 9]

MB3: 7 to 9 marks

Demonstrates a thorough understanding of break-even.

Accurately applies the break-even formula in order to calculate the break-even point for their business proposal.



W/B 17/12

LO2: Be able to complete market research to aid decisions relating to a business challenge

W/B 08/04

MB 1, 1 to 2 marks- Generates product design ideas and briefly identifies the strengths and weaknesses of each, with basic links to the customer profile identified.

MB 2, 3 to 4 marks- Generates product design ideas and explains the strengths and weaknesses of each, with some links to the customer profile identified.

MB 3, 5 to 6 marks- Generates product design ideas and fully justifies the strengths and weaknesses of each, clearly linking these to the customer profile identified

