

Long Term Plan: Long Term Plan: Business studies year 10 (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	W/B 29/10	W/B 05/11
	Unit Title: Design a business							
	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	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
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 review whether a business proposal is viable	LO4: Be able to review whether a business proposal is viable	LO4: Be able to review whether a business proposal is viable	LO4: Be able to review whether a business proposal is viable	LO4: Be able to review whether a business proposal is viable	LO4: Be able to review whether a business proposal is viable	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
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 a proposal to an audience	LO3: Be able to pitch a proposal to an audience	LO3: Be able to pitch a proposal to an audience	LO3: Be able to pitch a proposal to an audience	LO3: Be able to pitch a proposal to an audience	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

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W/B 12/11	W/B 19/11	W/B 26/11	W/B 03/12	W/B 10/12	W/B 17/12
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
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	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			

assessments see additional assessment guidance

Year 10, is off timetable and will be in formal lessons with the use of external invigilators.