The Quality of Education:

Computing and Business - Curriculum Map

St Christopher's:
A Church of England Academy

Computing and Business - Curriculum Map

Key Stage 3: Computer Science
Year 7 - Computing

Autumn Term 1 title: Staying safe online	**Spring Term 1 title:** Modelling data	**Summer Term 1 title:** Algorithmic thinking & introduction to programming
Intent and composite knowledge (overview):	**Intent and composite knowledge (overview):**	**Intent and composite knowledge (overview):**
Introduction to Computing St Christopher's (logging on, synergy, one drive). Online safety using digital tools.	Modelling data using spreadsheets, sorting and filtering, using formulas and functions in spreadsheet software. Creating of graphs and charts.	Algorithmic thinking, demonstrating how computers organise data (Insertion, Merge, Bubble sort). Flowol
Summative assessment:	**Summative assessment:**	**Summative assessment:**
Milestones assessments, using multiple choice style questions.	Milestones assessments, using multiple choice style questions.	Milestones assessments, using multiple choice style questions.
Autumn Term 2 title: Computer Networks	**Spring Term 2 title:** Data Modelling	**Summer Term 2 title:** Programming Essentials
Intent and composite knowledge (overview):	**Intent and composite knowledge (overview):**	**Intent and composite knowledge (overview):**
Networks from semaphores to the internet recognising network hardware and explaining how networking components are used for communication.	Modelling data using spreadsheets, sorting and filtering and using formulas and functions in spreadsheet software. Focus on more complex functions such as countif and if statements.	Programming essentials using scratch, applying the programming constructs of sequence, selection, and iteration.
Summative assessment:	**Summative assessment:**	**Summative assessment:**
End of topic milestones assessments, using multiple choice style questions.	End of topic milestones assessments, using multiple choice style questions.	Pupils should aim to achieve the bronze; extension is silver and gold awards.

Key Stage 3: Computer Science
Year 8 - Computing

Autumn Term 1 title: Computer Systems	**Spring Term 1 title:** Binary Bsse	**Summer Term 1 title:** Ethical Computing
Intent and composite knowledge (overview):	**Intent and composite knowledge (overview):**	**Intent and composite knowledge (overview):**
Computer systems, Input & Output devices, computer architecture, hardware, data storage systems (software), intro to artificial intelligence.	Binary Base 2, conversion Binary / Denary, how binary is used in computers.	Ethical, environmental, and legal issues. Ways to protect their online privacy and identity, and how to identify and report a range of concerns. They also look at ways to protect e.g. encryption and laws such as copy right **act that exist to protect individuals / businesses.**
Summative assessment:	**Summative assessment:**	**Summative assessment:**
End of topic milestones assessments, using multiple choice style questions.	End of topic milestones assessments, using multiple choice style questions.	End of topic milestones assessments, using multiple choice style questions.
Autumn Term 2 title: Python Programming	**Spring Term 2 title:** Media	**Summer Term 2 title:** Mobile Computing
Intent and composite knowledge (overview):	**Intent and composite knowledge (overview):**	**Intent and composite knowledge (overview):**
Python programming with sequence of data, manipulating strings, variables and if statements.	Media – Vector graphics creating graphics through objects, layering, and path manipulation.	Mobile application development, how safety considerations can be implemented to aid the user's engagement. Students will begin by reviewing the project and identifying the user needs, they'll delve into the principles of user-centred design.
Summative assessment:	**Summative assessment:**	**Summative assessment:**
End of topic milestones assessments, using multiple choice style questions.	End of topic milestones assessments, using multiple choice style questions.	Pupils should aim to achieve the bronze; extension is silver and gold awards.

Key Stage 3: Computer Science
Year 9 - Computing

Autumn Term 1 title: Computer Systems and Cybersecurity	**Spring Term 1 title:** Python Programming Fundamentals	**Summer Term 1 title:** Project-Based Learning: Festival Food Stall Enterprise
Intent and composite knowledge (overview):	**Intent and composite knowledge (overview):**	**Intent and composite knowledge (overview):**
Introduction to cybersecurity, identifying how users and organisations can protect themselves from cyberattacks.	Advanced Python programming, elif, for loops, while loops and lists.	**Summer Term 1** Project-Based Learning: Festival Food Stall, focuses on applying computing skills in a realistic, cross curricular project. **Key Learning Content:** **Desktop Publishing (Microsoft PowerPoint)** • Creating a promotional flyer • Designing a menu with images and pricing **Spreadsheet Modelling (Microsoft Excel)** • Creating a cashflow spreadsheet • Calculating profit and loss calculations. **Databases and Communication (Microsoft Access and Word)** • Creating a mailing list • Writing queries and creating a mail merge.
Summative assessment:	**Summative assessment:**	**Summative assessment:**
End of topic milestones assessments, using multiple choice style questions.	End of topic milestones assessments, using multiple choice style questions.	End of topic milestones assessments, using multiple choice style questions.
Autumn Term 2 title: Python Programming: Iteration and Data Structures	**Spring Term 2 title:** Living with Artificial Intelligence	**Summer Term 2 title:** Digital Skills and Employability: iDEA Programme
Intent and composite knowledge (overview):	**Intent and composite knowledge (overview):**	**Intent and composite knowledge (overview):**
Python programming, sequence of data, manipulating strings, variables and if statements.	Living with A.I, focus on the impact on our lives and the future.	Inspiring, digital and enterprise award(iDEA). Students use the Inspiring Digital Enterprise Award (iDEA) platform to complete Bronze level digital badges. **Badges focus on:** • Digital citizenship • Workplace digital skills • Creativity and making • Enterprise and innovation
Summative assessment:	**Summative assessment:**	**Summative assessment:**
End of topic milestones assessments, using multiple choice style questions.	End of topic milestones assessments, using multiple choice style questions.	Pupils should aim to achieve the bronze; extension is silver and gold awards.

Key Stage 4: Computer Science
Year 10 - Computer Systems

Autumn Term 1 title: Programming Fundamentals	**Spring Term 1 title:** Data / Storage / Compression	**Summer Term 1 title:** Networks
Intent and composite knowledge (overview):	**Intent and composite knowledge (overview):**	**Intent and composite knowledge (overview):**
2.2.1 Programming fundamentals: • Sequence • Selection • Iteration (count- and conditional loops) **2.2.2 Data types** • Integer • Real • Boolean • Character and string • Casting **2.2.3 Additional programming techniques**	**1.2.1 Primary storage (Memory)** **1.2.2 Secondary storage** **1.2.3 Units** **1.2.4 Data storage** • Numbers • Characters • Images • Sound **1.2.5 Compression** • Lossy • Lossless	**1.3.1 Networks and topologies** • LAN (Local Area Network) • WAN (Wide Area Network) • Hardware • Client/Server • Performance • The internet **1.3.2 Wired and wireless networks, protocols and layers** • Modes of connection • Encryption • Addressing • Standards & Protocols • Layers
Summative assessment:	**Summative assessment:**	**Summative assessment:**
Assessments are undertaken through online system that is monitored and allows for individual learning pace.	Milestone assessments reviewing key terminology and application of knowledge to GCSE style questions on topic 1.2	Milestone assessments reviewing key terminology and application of knowledge to GCSE style questions on topic 1.3. Year 10 mid-course PPE.

Autumn Term 2 title: The CPU	**Spring Term 2 title:** Network threats	**Summer Term 2 title:** Systems Software
Intent and composite knowledge (overview):	**Intent and composite knowledge (overview):**	**Intent and composite knowledge (overview):**
1.1.1 Architecture of the CPU • The fetch-execute cycle • ALU (Arithmetic Logic Unit) • CU (Control Unit) • Cache • Registers (MAR,MDR,PC,ALU) **1.1.2 CPU performance** • Clock speed • Cache size • Number of cores **1.1.3 Embedded systems**	**1.4.1 Threats to computer systems and networks** • Malware • Social engineering, • Brute-force • Denial of service • Data interception and theft • SQL injection **1.4.2 Identifying/preventing vulnerabilities** • Penetration testing • Anti-malware software • Firewalls • User access levels • Passwords • Encryption • Physical security	**1.5.1 Operating systems** • User interface • Memory management and multitasking • Peripheral management and drivers • User management • File management **1.5.2 Utility software** • Encryption software • Defragmentation • Data compression **1.6.1 Ethical, legal and environmental impact on society** • this topic is taught throughout the year and assessed each milestone
Summative assessment:	**Summative assessment:**	**Summative assessment:**
Milestone assessments reviewing key terminology and application of knowledge to GCSE style questions on topics 1.1	Milestone assessments reviewing key terminology and application of knowledge to GCSE style questions on topics 1.4	Milestone assessments reviewing key terminology and application of knowledge to GCSE style questions on topic 1.5

Key Stage 4: Computer Science
Year 11 - Computational Thinking, Algorithms and Programming

Autumn Term 1 title: Algorithms	**Spring Term 1 title:** Boolean Logic	**Summer Term 1 title:** Exam Preparation
Intent and composite knowledge (overview):	**Intent and composite knowledge (overview):**	**Intent and composite knowledge (overview):**
2.1.1 Computational thinking **2.1.2 Designing, creating and refining algorithms** • Pseudocode • Flowcharts **2.1.3 Searching and sorting algorithms** • Binary search • Linear search • Bubble sort • Merge sort • Insertion sort	**2.4.1 Boolean logic** • Logic diagrams using the operators AND, OR and NOT • Truth tables • Applying logical operators in truth tables to solve problems	
Summative assessment:	**Summative assessment:**	**Summative assessment:**
Milestone assessments reviewing key terminology and application of knowledge to GCSE style questions.	Milestone assessments on topic 2.4 reviewing key terminology and application of knowledge to GCSE style questions.	Continually practise weekly exam questions, revisiting both papers to prepare for examinations. Milestone assessments reviewing key terminology and application of knowledge to GCSE style questions.
Autumn Term 2 title: Producing Robust Programs	**Spring Term 2 title:** Programming Languages and IDE's	**Summer Term 2 title:** Exam Preparation
Intent and composite knowledge (overview):	**Intent and composite knowledge (overview):**	**Intent and composite knowledge (overview):**
2.3.1 Defensive design • Anticipating misuse • Authentication **2.3.2 Testing** • Normal • Boundary • Invalid/Erroneous	**2.5.1 Languages** • High-level languages • Low-level languages • The purpose of translators **2.5.2 The Integrated Development Environment (IDE)** • Editors • Error diagnostics • Run-time environment • Translators	
Summative assessment:	**Summative assessment:**	**Summative assessment:**
Milestone assessment on topic 2.3 reviewing key terminology and application of knowledge to GCSE style questions. Year 11 PPEs.	Milestone assessment on topic 2.5 Continually practise weekly exam questions, revisiting both papers to prepare for examinations. Milestone assessments reviewing key terminology and application of knowledge to GCSE style questions.	Continually practise weekly exam questions, revisiting both papers to prepare for examinations. Milestone assessments reviewing key terminology and application of knowledge to GCSE style questions.

Key Stage 5: Computer Science
Year 12 - Computer Systems

Autumn Term 1 title: Programming Fundamentals	**Spring Term 1 title:** Software	**Summer Term 1 title:** Data
Intent and composite knowledge (overview):	**Intent and composite knowledge (overview):**	**Intent and composite knowledge (overview):**
2.1 Computational thinking • 2.1.1 Thinking abstractly • 2.1.2 Thinking ahead • 2.1.3 Thinking procedurally • 2.1.4 Thinking logically • 2.1.5 Thinking concurrently **2.2.1 Programming techniques** a. Programming constructs: S, I, B b. Recursion v's iterative approach. c. Global and local variables. d. Modularity passing by value and by reference. e. Use of an IDE to develop/debug a program. f. Use of object-oriented techniques.	**1.2.1 Systems Software** a. The need for an OS and types b. Memory Management c. Interrupts d. Scheduling e. BIOS / Device drivers. f. Virtual machines **1.2.2 Applications Generation** a. The nature of applications b. Translators c. Stages of compilation d. Linkers and loaders and use of libraries **1.2.4 Types of Programming Language**	**1.4.1 Data Types** a. Data types b. Represent pos/neg integers in binary. c. Sign and magnitude & two's comp d. Addition and subtraction of binary e. Hexadecimal conversion f. Floating point numbers in binary. g. Floating point arithmetic, positive and negative numbers, addition and subtraction. h. Bitwise manipulation and masks: i. Character sets (ASCII and UNICODE)
Summative assessment:	**Summative assessment:**	**Summative assessment:**
Assessments are undertaken through online system that is monitored and allows for individual learning pace.	Milestone assessments reviewing key terminology and application of knowledge to A-Level style questions on topic 1.2	Milestone assessments reviewing key terminology and application of knowledge to A-Level style questions on topic 1.4.1 Year 12 mid-course PPE preparation

Autumn Term 2 title: Processors	**Spring Term 2 title:** Data Structures	**Summer Term 2 title:** Boolean
Intent and composite knowledge (overview):	**Intent and composite knowledge (overview):**	**Intent and composite knowledge (overview):**
1.1.1 Structure and function of the processor a. Registers, Buses & components b. The Fetch-Decode-Execute Cycle c. The factors affecting the performance of the CPU d. Pipelining e. Von Neumann, Harvard and contemporary CPU architecture. **1.1.2 Types of processors** a. CISC and RISC processors. b. GPUs c. Multicore and Parallel systems. **1.1.3 Input, output and storage**	**1.4.2 Data Structures** a. Arrays (of up to 3 dimensions), records, lists, tuples. b. Linked-list, graph, stack, queue, tree, binary search tree, hash table. c. How to create, traverse, add data to and remove data from the data structures	**1.4.3 Boolean Algebra** a. Define problems using Boolean logic. b. Manipulate Boolean expressions c. Using logic gate diagrams and truth tables d. The logic associated with D type flip flops, half and full adders. **1.5.1 Computing related legislation** **1.5.2 Moral and ethical Issues** Topic 1.5 is assessed throughout the course
Summative assessment:	**Summative assessment:**	**Summative assessment:**
Milestone assessments reviewing key terminology and application of knowledge to A-LEVEL style questions on topics 1.1	Milestone assessments reviewing key terminology and application of knowledge to A-LEVEL style questions on topics 1.4.2	Milestone assessments reviewing key terminology and application of knowledge to A-LEVEL style questions on topic 1.4.3

Key Stage 5: Computer Science
Year 13 - Algorithms, Programming & Project

Autumn Term 1 title: Algorithms	**Spring Term 1 title:** Networks	**Summer Term 1 title:** Web and Exam Preparation
Intent and composite knowledge (overview):	**Intent and composite knowledge (overview):**	**Intent and composite knowledge (overview):**
2.3.1 Algorithms a. Analysis and design of algorithms b. The suitability of algorithms for in terms of execution time and space. c. Big O notation d. Complexity of algorithms e. Main data structures f. bubble sort, insertion sort, merge sort, quick sort, Dijkstra's shortest path, A*, binary search and linear search	**1.3.1 Compression, Encryption & Hashing** a. Lossy vs Lossless compression. b. Symmetric and asymmetric encryption. c. Different uses of hashing. **1.3.3 Networks** a. Characteristics of networks/internet b. Network security/ hardware c. Client-server and peer to peer.	**1.3.4 Web Technologies** a. HTML, CSS and JavaScript. b. Search engine indexing / page rank c. PageRank algorithm. d. Server and client-side processing. **Exam preparation**
Summative assessment:	**Summative assessment:**	**Summative assessment:**
Milestone assessments reviewing key terminology and application of knowledge to A-LEVEL style questions on topics 2.3	Milestone assessments on topic 2.4 reviewing key terminology and application of knowledge to A-LEVEL style questions.	Continually practise weekly exam questions, revisiting both papers to prepare for examinations. Milestone assessments reviewing key terminology and application of knowledge to A-LEVEL style questions.

Autumn Term 2 title: Database	**Spring Term 2 title:** Project Finish	**Summer Term 2 title:** Exam Preparation
Intent and composite knowledge (overview):	**Intent and composite knowledge (overview):**	**Intent and composite knowledge (overview):**
3 Project a. Analysis b. Design c. Development d. Testing e. Evaluation **1.3.2 Databases** a. Relational database b. Methods of capturing data. c. Normalisation to 3NF. d. SQL – Interpret and modify e. Referential integrity. f. Transaction processing, ACID	**1.2.3 Software Development** a. Understand the waterfall lifecycle, agile methodologies, extreme programming, the spiral model and rapid application development. b. The relative merits and drawbacks of different methodologies and when they might be used. c. Writing and following algorithms.	
Summative assessment:	**Summative assessment:**	**Summative assessment:**
Milestone assessment on project coverage. Preparation and reviewing key terminology and application of knowledge to A-LEVEL style questions. Year 13 PPEs.	Milestone assessment on topic 2.5 Continually practise weekly exam questions, revisiting both papers to prepare for examinations. Milestone assessments reviewing key terminology and application of knowledge to A-LEVEL style questions.	Continually practise weekly exam questions, revisiting both papers to prepare for examinations. Milestone assessments reviewing key terminology and application of knowledge to A-LEVEL style questions.

Key Stage 4: Business Studies
Year 10 - Investigating a Small Business

Autumn Term 1 title: Enterprise and entrepreneurship, Spotting a business opportunity	**Spring Term 1 title:** Putting a business idea into practice	**Summer Term 1 title:** Understanding external influences (continued)
Intent and composite knowledge (overview):	**Intent and composite knowledge (overview):**	**Intent and composite knowledge (overview):**
1.1 Enterprise and entrepreneurship: 1.1.1 Dynamic nature of business 1.1.2 Risk and Reward 1.1.3 The role of enterprise **1.2 Spotting a business opportunity:** 1.2.1 Customer needs 1.2.2 Market research 1.2.3 Market segmentation 1.2.4 The competitive environment	**1.3 Putting a business idea into practice** 1.3.2 Revenues, costs, and profit 1.3.3. Cash and cash flow 1.3.4 Sources of finance 1.3.1 Aims and objectives	**1.5 Understanding external influences** 1.5.2. Technology and business 1.5.3. Legislation and business 1.5.4 Economy and business
Summative assessment:	**Summative assessment:**	**Summative assessment:**
Milestone assessments reviewing key terminology and application of knowledge to GCSE style questions on topics 1.1 and 1.2.	Milestone assessments reviewing key terminology and application of knowledge to GCSE style questions on topic 1.3.	Milestone assessments reviewing key terminology and application of knowledge to GCSE style questions on topic 1.5. Year 10 mid-course PPE.

Autumn Term 2 title: Making the business effective and introducing financial calculations	**Spring Term 2 title:** Introduction to understanding external influences	**Summer Term 2 title:** Growing as a business
Intent and composite knowledge (overview):	**Intent and composite knowledge (overview):**	**Intent and composite knowledge (overview):**
1.4 Making the business effective 1.4.1 Options to start up small businesses 1.4.2 Business location 1.4.4. Business plan 1.4.3 Marketing mix **2.2 Making marketing decision** **2.2.1** Produce 2.2.2 Price 2.2.3 Promotion 2.2.4 Place **1.3 Putting a business idea into practice** 1.3.2 Revenues, costs, and profit	**1.5 Understanding external influences** 1.5.1. Stakeholders Preparation for Pre Public Examination in the term 1 of the Summer term.	**2.1. Growing as a business** 2.1.1. Business growth 2.1.2. Changing aims and objectives 2.1.3 Managing quality 2.1.4 Business ethics
Summative assessment:	**Summative assessment:**	**Summative assessment:**
Milestone assessments reviewing key terminology and application of knowledge to GCSE style questions on topics 1.4 and 2.2.	Timed practise GCSE questions will be used to support and prepare students for the Pre Public Examinations.	Milestone assessments reviewing key terminology and application of knowledge to GCSE style questions on topic 2.1

Key Stage 4: Business Studies
Year 11 - Building a Business

Autumn Term 1 title: Revisiting Year 10 marketing decisions and changes to a business structure as it grows	**Spring Term 1 title:** Human resource management	**Summer Term 1 title:** Theme 1 and 2 Examination Preparation
Intent and composite knowledge (overview):	**Intent and composite knowledge (overview):**	**Intent and composite knowledge (overview):**
2.1 Growing as a Business – retrieval **2.2 Making Marketing decisions – retrieval** **2.3 Operational Management** 2.3.1 Business operations 2.3.2 Working with Suppliers 2.3.3 Managing Quality 2.3.4 The Sales Process	**2.5 Human resource decisions** 2.5.1 Organisation structure 2.5.2. Recruitment 2.5.3 Training 2.5.4. Motivation	**Theme 1 and 2 Examination Preparation**
Summative assessment:	**Summative assessment:**	**Summative assessment:**
Milestone assessments reviewing key terminology and application of knowledge to GCSE style questions. Case study and past examination style. Questions are used to mirror GCSE assessment.	Milestone assessments on topic 2.5 reviewing key terminology and application of knowledge to GCSE style questions. Case study and past examination style. Questions are used to mirror GCSE assessment.	Continually practise weekly exam questions, revisiting both papers to prepare for examinations. Milestone assessments reviewing key terminology and application of knowledge to GCSE style questions. Case study and past examination style.
Autumn Term 2 title:	**Spring Term 2 title:**	**Summer Term 2 title:**
Intent and composite knowledge (overview):	**Intent and composite knowledge (overview):**	**Intent and composite knowledge (overview):**
Preparation for Pre Public Examinations, focusing on Theme 1: Investigating a Small Business and Theme 2: Growing as a Business.	**2.4 Making financial decisions** **2.4.1 Business calculations** **2.4.2 Understanding Business performance** **Theme 1 and 2: Examination Preparation**	**Formal external GCSE examinations**
Summative assessment:	**Summative assessment:**	**Summative assessment:**
Milestone assessment on topic 2.3 reviewing key terminology and application of knowledge to GCSE style questions. Case study and past examination style. Year 11 PPEs.	Continually practise weekly exam questions, revisiting both papers to prepare for examinations. Milestone assessments reviewing key terminology and application of knowledge to GCSE style questions. Case study and past examination style.	Continually practise weekly exam questions, revisiting both papers to prepare for examinations. Milestone assessments reviewing key terminology and application of knowledge to GCSE style questions. Case study and past examination style.

Key Stage 4: Enterprise and Marketing (CAMNAT Level 2)
Year 10 - Enterprise concepts and designing a business proposal

Autumn Term 1 title: R067: Market research to target specific customers R068 – An introduction into designing a business proposal	**Spring Term 1 title:** R068 Topic area 4: Review whether a business proposal is financially viable	**Summer Term 1 title:** R067: Enterprise and marketing concepts
Intent and composite knowledge (overview):	**Intent and composite knowledge (overview):**	**Intent and composite knowledge (overview):**
R067 Topic area 2: Market research to target specific customers 2.1 Purpose of market research 2.2 & 2.3 Primary and secondary research 2.4 Types of data 2.5 Market segmentation 2.6 Benefits of market segmentation	**R068 Topic 4: Review whether a business proposal in financially viable** 4.1 Calculate revenue, costs, break even and profit 4.2 Apply a pricing strategy 4.3 Review the financial viability of a business proposal **R068 Topic 5 Review the success of the business proposal** 5.1. Risks and challenge when launching a new product 5.1.1. Identify risks and challenges when launching a new product 5.1.2. How the impact of risks and challenges can be minimised/ overcome	**R067 Topic area: 4 Creating a marketing mix to support a product** 4.1 The marketing mix 4.2 How the elements of the marketing mix work together 4.2 Types of advertising 4.4 Sales promotion techniques 4.5 Public relations 4.6 How to sell good to a consumer 4.7 The product life cycle 4.8 Extension strategies 4.9 Factors to consider when pricing a product 4.10 Types of pricing strategies
Summative assessment:	**Summative assessment:**	**Summative assessment:**
Completion of NEA Board set project R068, Topic area 1 Market research 1.1 Carry out market research to aid decisions relating to the proposal 1.1.2 Sampling methods 1.1.3 Use appropriate market research tools for a business proposal 1.2 Review results of market research	**Completion NEA Board set project R068** **Topic: area 4 & 5** 4.1 Calculations 2.4 Pricing strategy 2.5 Review the viability of a business proposal. **Topic 5 Review the success of the business proposal** 5.1. Risks and challenge when launching a new product 5.1.1. Identify risks and challenges when launching a new product 5.1.2. How the impact of risks and challenges can be minimised/ overcome	Milestone assessments reviewing key terminology and application of knowledge to OCR style questions based on the examination unit R067.

Autumn Term 2 title: R068 Design a business proposal	**Spring Term 2 title:** Completion of R068 Design a business proposal	**Summer Term 2 title:** Introduce R069 Market and pitch a business proposal
Intent and composite knowledge (overview):	**Intent and composite knowledge (overview):**	**Intent and composite knowledge (overview):**
R068 Topic Area 2 Customer profile 2.1 Identify potential customers and build a customer profile based on market research findings **R068 Topic Area 3 develops a proposal** 3.1 Create a design mix fir a new product 3.2 Produce designs for a new product 3.3 Review designs for a proposal 3.3.1 How to review designs for a product proposal 3.3.2 How to finalise a design after feedback	*NEA to be submitted by the 5th May to the board – final alternations to happen in the first 2 weeks of term.* **R067 Topic 1: Characteristics, risk, and reward for enterprise** 1.1 Character tics of a successful entrepreneur 1.2 potential rewards for risk taking 1.3 potential drawbacks for risk taking **Revision of R067 topic area 2: Market research to target a specific customer and topic area 3:What makes a produce financially viable**	**R069 Topic area: 1 Develop a brand identify to target a specific customer profile** 1.1 What is a brand 1.2 why branding is used 1.3 branding methods 1.4 produce a competitor analysis 1.4.2 create a promotional campaign for a brand and Product
Summative assessment:	**Summative assessment:**	**Summative assessment:**
Completion NEA Board set project R068 Topic area 2 & 3	Deadline for submitting completion of R068 NEA to the exam board	Milestone assessments reviewing key terminology and application of knowledge to OCR style questions based on the examination unit R067. Completion NEA Board set project R069 Topic area: 1

Key Stage 4: Enterprise and Marketing (CAMNAT Level 2)
Year 11 - Building a Business

Autumn Term 1 title: Market and pitch a business proposal	**Spring Term 1 title:** Factors to consider when starting up an enterprise	**Summer Term 1 title:** Examination Preparation
Intent and composite knowledge (overview):	**Intent and composite knowledge (overview):**	**Intent and composite knowledge (overview):**
R069 Topic area 2: Create a promotional campaign 2.1 Explain the objectives of a promotional campaign 2.1.2. Create a plan for a promotional campaign 2.1.3 How to create materials for a promotional campaign **R069 Topic: 3 Plan and pitch a proposal** 3.1 Considerations when planning a pitch 3.2 Use and develop presentation skills 3.3 Benefits of practise pitch 3.4 Deliver a professional pitch	**R069 Topic area: 4 Review a brand proposal, promotional campaign and professional pitch** 4.1 Review a brand using a range of sources 4.2 Review a professional pitch to an external audience 4.2.1 Compare the outcomes of pitch to objectives 4.2.2. Review personal presentation skills	**Revisit R067 in preparation for external examinations** **R067 Topic area1:** Characteristics, risk, and reward for enterprise **R067 Topic area 2:** Market research to target specific customers **R067 Topic area 3:** What makes a produce financially viable **R067 Topic area:** 4 Creating a marketing mix to support a product **R067 Topic 5:** Factors to consider when starting up an enterprise
Summative assessment:	**Summative assessment:**	**Summative assessment:**
Completion NEA Board set project R069 Topic area 2 and 3	Completion NEA Board set project R069 Topic area 4. Final deadline to submit NEA to the exam board.	Continually practise weekly exam questions, revisiting both papers to prepare for examinations. Milestone assessments reviewing key terminology and application of knowledge to OCR style questions.

Autumn Term 2 title: Review a brand proposal, promotional campaign, and professional pitch	**Spring Term 2 title:** Revisit R067 in preparation for external examinations	**Summer Term 2 title:** Revisit R067 in preparation for external examinations
Intent and composite knowledge (overview):	**Intent and composite knowledge (overview):**	**Intent and composite knowledge (overview):**
R069 Topic area: 4 Review a brand proposal, promotional campaign and professional pitch 4.1 Review a brand using a range of sources 4.2 Review a professional pitch to an external audience 4.2.1. Compare outcomes of the pitch with initial objectives 4.2.2 Review of personal presentation skills	**R067 Topic 5: Factors to consider when starting up an enterprise** 5.1 Types of ownership 5.2 Sources of capital for start-ups and expansion **Revisit R067 in preparation for external examinations:** **R067 Topic area 1:** Characteristics, risk, and reward for enterprise **R067 Topic area 2:** Market research to target specific customers **R067 Topic area 3:** What makes a produce financially viable **R067 Topic area 4:** Creating a marketing mix to support a product	**Formal external GCSE examinations**
Summative assessment:	**Summative assessment:**	**Summative assessment:**
Ensure all R-69 Topic areas 1,2, and 3 are completed	Continually practise weekly exam questions, revisiting both papers to prepare for examinations. Milestone assessments reviewing key terminology and application of knowledge to OCR style questions.	Continually practise weekly exam questions, revisiting both papers to prepare for examinations. Milestone assessments reviewing key terminology and application of knowledge to OCR style questions.