

Y11 - 10 week provision plan to maximise achievement (taking into account the new information from the exam boards)

Class teacher: K Knight

Class: 11 BU A1 & 11 BU C1

Week	Lesson content (Knowledge and skills)	HW and Revision	Assessment
1	Improvements to R065 coursework Students will revisit each Learning Outcome from R065 and make improvements with the aim of improving overall Coursework grade. Feedback form external moderation will be incorporated  Review of Market Segmentation and Customer profile	Students will review R066 theory ( taught last half term) on Branding and promotion.	L01 – Market segmentation & Customer profile
2	Review of Market research theory, to cover Primary and secondary methods, benefits and drawbacks. Sampling methods and benefits and drawbacks	R066 Theory – students to develop a brand identity, brand image, brand strategy and brand personality based upon their customer profile and hat design from R065	L02 Part one – Market Research theory
3	Review of Market research application. Questionnaire creation, focus group and secondary research based on the scenario, analysis and interpretation of results. Conclusions based upon the results	R066 theory – how to plan a pitch and conduct a pitch	L02 – Part Two – Market Research application
4	Review of Draft design proposals	R066 Theory – planning a pitch based on brand identity	L03 – Develop a design for a business proposal ( Part one)
5	Review of peer assessment and modifications to final design	Final changes to coursework before re-submission	L03 – develop a design for a business
6	Review of costs, pricing and profit for proposal	Final changes to coursework before re-submission	L04 Part one – Costs, revenue, price & profit
7	Review of Break even, risks and viability	Final changes to coursework before re-submission	L04 Part Two – Break even, risks & viability
8	Final changes to coursework before re-submission	Final changes to coursework before re-submission	R065 – Design a Business proposal
9	R064 Revision for any resit student ( None so far)/ R066 Theory	Final changes to coursework before re-submission	R065 Design a Business proposal
10	R064 Revision for any resit student ( None so far)/ R066 Theory	Final changes to coursework before re-submission	R065 Design a Business proposal

\*\* OCR have informed centres that one Unit of study ( R066 ) can be dropped and will not be used for assessment of final grade. This component will be taught, but not assessed. The focus of the last 10 weeks will be upon improving the R065 grade and encouraging any student who wants to resit the external exam for an increase in target grade.\*\*