

Year 11 Business HT3

Week	Lesson Coverage	Homework	GCSE Pod links
1. Wc 4th January	<p>LO1 – Task 1: Identify the customer profile for a business challenge product</p> <p>You must:</p> <ul style="list-style-type: none"> • Explain market segmentation and its benefits for a business, including examples of how real businesses segment their markets to support your explanation. <p>(6 Marks)</p>	<p>You need to use the attached GCSE Pod and other appropriate material to support your understanding.</p> <p>Ensure that this section of R065 coursework is complete.</p>	https://members.gcsepod.com/shared/podcasts/chapter/79877
2. Wc 11th January	<p>LO1 – Task 1: Identify the customer profile for a business challenge product</p> <p>You must, for the business challenge product you are considering:</p> <ul style="list-style-type: none"> • Apply your knowledge of market segmentation to create and describe a customer profile for the business challenge (e.g. age, gender, occupation, income, lifestyle interests). (6 Marks) <p>Total marks for Task 1: 12 marks</p>	<p>You need to use the attached GCSE Pod and other appropriate material to support your understanding.</p> <p>Ensure that this section of R065 coursework is complete.</p> <p>Your amended LO1 R065 Coursework section must be handed in.</p>	https://members.gcsepod.com/shared/podcasts/chapter/62280
3. Wc 18th January	<p>LO2 – Task 2 Complete market research to aid decisions</p> <ul style="list-style-type: none"> • Describe the importance of market research using examples of different methods to show your understanding. • Explain the different market research tools you will use and describe the advantages and disadvantages of the methods/tools that you plan to use. You must use at least two different tools in your work. • Explain your chosen sampling methods. <p>(6 Marks)</p>	<p>You need to use the attached GCSE Pod and other appropriate material to support your understanding.</p> <p>Ensure that this section of R065 coursework is complete.</p>	https://members.gcsepod.com/shared/podcasts/chapter/79609
5. Wc 25th January	<p>LO2 – Task 2 Complete market research to aid decisions</p> <ul style="list-style-type: none"> • Develop your market research tools and carry out market research that will help you create a suitable product for your chosen customer profile. • Review the results of your completed market research, selecting and using the most appropriate methods to present the results. <p>(12 Marks)</p> <p>Total marks for Task 1: 18 marks</p>	<p>You need to use the attached GCSE Pod and other appropriate material to support your understanding.</p> <p>Ensure that this section of R065 coursework is complete.</p> <p>Your amended LO2 R065 Coursework section must be handed in.</p>	https://members.gcsepod.com/shared/podcasts/chapter/62333

<p style="text-align: center;">6. Wc 1st February</p>	<p>LO3 – Task 3: Produce a design for a business challenge and Task 4: Develop a proposal for a business challenge</p> <p>Using the findings from your completed market research, you are required to create a design of your product. Your drawing skills will not be assessed.</p> <ul style="list-style-type: none"> • Generate product design ideas using creative techniques, and explain their strengths and weaknesses in relation to your chosen customer profile. • Select and draft ONE design for the proposal from your product design ideas, describing how you have used your market research outcomes. Your draft design must be clearly labelled. <p>You have now produced a design of your product. It is important for you to review the design using a range of sources.</p> <p>(6 Marks)</p> <p>You must:</p> <ul style="list-style-type: none"> • Produce a self-assessment of your hat design. • Gain feedback on your design from different individuals (e.g. peer feedback). You should summarise the main findings. • Modify your design using the feedback findings, clearly describing the alterations that you have implemented. • Explain the reasons for choosing your final hat design. <p>(6 Marks)</p> <p>Total marks for Task 3 and Task 4: 12 marks</p>	<p>You need to use the attached GCSE Pod and other appropriate material to support your understanding.</p> <p>Ensure that this section of R065 coursework is complete.</p> <p>Your amended LO3 R065 Coursework section must be handed in.</p>	<p>https://members.gcsepod.com/shared/podcasts/chapter/62313</p>
<p style="text-align: center;">7. Wc 8th February</p>	<p>LO4 –Understand different functional activities needed to support a business</p> <p>You should refer to the business challenge scenario when completing this task. You must:</p> <ul style="list-style-type: none"> • From the scenario, identify the fixed costs per month for Progress Ahead. • Predict the number of units of your hat design Progress Ahead may sell in the first month, giving reasons for your decision. • Calculate the total variable costs per unit for your hat design. • Select an appropriate pricing strategy which is appropriate for your chosen hat and customer profile. • Propose a selling price per unit for your hat design, giving reasons for your decision. • Complete calculations to work out the: ◦ predicted total costs for the first month ◦ predicted total profit for the first month if the predicted number of units were sold. • Perform break-even analysis, describing what the results show and the impact of a change in price. • Produce an assessment of the business risks involved with producing your designed hat for the business challenge. • Use your calculations and business risk assessment to evaluate the financial viability of your business proposal. <p>Total Marks for Task 5: 18 marks</p>	<p>You need to use the attached GCSE Pod and other appropriate material to support your understanding.</p> <p>Ensure that this section of R065 coursework is complete.</p> <p>Your amended LO4 R065 Coursework section must be handed in.</p>	<p>https://members.gcsepod.com/shared/playlists/playlist/3567153</p> <p>https://members.gcsepod.com/shared/podcasts/chapter/62293</p> <p>https://members.gcsepod.com/shared/podcasts/chapter/62376</p>

Half Term Holiday	You need to ensure that all coursework tasks are complete and up to date (R065 and R066). Ensure that all work is in order and that all tasks from the OCR Assignment Brief are complete.	The final hand in for R065 will be W/C 22nd of February	
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