

Houghton Academy - Curriculum Overview : The Journey Through Our Academy

Subject	Year 10			Year 11		
	Term 1	Term 2	Term 3	Term 1	Term 2	Term 3
CORE						
Enterprise & Marketing	<p>R064 LO1: Understand how to target Market</p> <p>R065: LO1: Be able to identify the customer profile for a business challenge</p> <p>R065 LO2: Be able to complete market research to aid decisions relating to a business challenge</p>	<p>R064 LO2: Understand what makes a product or service financially viable</p> <p>R064 LO3: Understand product development</p> <p>R065 LO3: Be able to develop a design proposal for a business challenge</p> <p>R065 LO4: Be able to review whether a business proposal is viable</p>	<p>R064 LO4: Understand how to attract and retain customers</p> <p>R064 LO5: Understand factors for consideration when starting up a business</p> <p>R064 LO6: Understand different functional activities needed to support a business startup</p> <p>R064 EXTERNAL EXAM MAY (1st attempt)</p> <p>Completion of any R065 coursework</p>	<p>R066 LO1: Be able to develop a brand identity and promotional plan to target a customer profile</p> <p>R066 LO2: Be able to plan a pitch for a proposal</p> <p>R064: Enterprise and marketing concepts Learning MOCK EXAM</p>	<p>R066 LO3: Be able to pitch a proposal to an audience</p> <p>R066 LO4: Be able to review the strengths and weaknesses of a proposal and pitch</p> <p>PITCH PRESENTATIONS</p> <p>R064 REVISION EXTERNAL EXAM FEBRUARY</p>	<p>EXTERNAL EXAM (if not taken in February)</p> <p>COMPLETION OF ANY OUTSTANDING COURSEWORK (R065 & R066)</p>