**Y10 Enterprise & Marketing 6-week plan:**

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| **Subject** | **Lesson 1** | **Lesson 2** | **Lesson 3** |
| **Week 6** | Watch the video about functional areas within a business.  Identify the following within a small/medium sized organisation (poster OR spider diagram):   * Job roles associated with the organisation (human resources) * The product/service the organisation sells and why it might appeal to the customers * How the business organises itself * The sources of finance that may have been used to start the business   Resources:  Video: ([Functional areas](https://www.youtube.com/watch?v=mU9oYQoGnK8&list=PL27vaenVnLtYSNf-RKwKzCJtLV3O3CiOP&index=9)) | Watch the video and use the LO6 revision guide for R064 to describe and explain the main activities/ responsibilities of the HR function in an organisation *(complete ‘Human Resources’ section on LO6 knowledge organiser).*  Resources:  - LO6 Revision booklet  - LO6 Knowledge organiser  Video: ([Human resource management](https://www.youtube.com/watch?v=hqBYAkaYeic&t=8s)) | Watch the video and use the LO6 revision guide for R064 to describe and explain the main activities/ responsibilities of the Marketing function in an organisation *(complete ‘Marketing’ section on LO6 knowledge organiser).*  Explain the marketing mix for the iPhone 11.  Resources:  - LO6 Revision booklet  - LO6 Knowledge organiser  Video: ([Marketing mix](https://www.youtube.com/watch?v=Mco8vBAwOmA&list=PL27vaenVnLtYSNf-RKwKzCJtLV3O3CiOP)) |
| **Week 7** | Watch the video introducing the importance of planning and logistics.  Explain the importance of production planning, stock control and logistics.  Explain why quality control is an important aspect of operations.  Use the LO6 revision guide for R064 to explain the Operations function in an organisation *(complete ‘Operations’ section on LO6 knowledge organiser).*  Resources:  - LO6 Revision booklet  - LO6 Knowledge organiser  Video: ([Keeping the global supply chain moving](https://www.youtube.com/watch?v=OVYcxi1rDgE)) | Introduction to the finance function using Southmoor Academy as a case study.   * Identify the types of resources school must pay for day-to-day * Identify the groups of people in school who need to know the school finances * How might school record and monitor all financial transactions? * Prepare a series of questions to ask a finance administrator at school to help you form a better understanding of the importance of the finance function. | Use the LO6 revision guide for R064 to:  - Describe and explain the main activities/ responsibilities of the Finance function in an organisation *(complete ‘Finance’ section on LO6 knowledge organiser).*  - Explain the difference between function activities in a small start-up business and a large company.  - Match tasks with the appropriate functional areas.  Resources:  - LO6 Revision booklet  - LO6 Knowledge organiser |
| **Week 8** | Complete ‘Functional areas assessment’. | Complete ‘Multiple choice questions’  Complete ‘LO6 exam questions’ and use mark scheme to assess yourself. | Answer ‘LO1 - Time to revise’ questions (slides 2) |
| **Week 9** | Answer ‘LO1 - Time to revise continued’ questions (slide 3) | Answer ‘LO2 - Time to revise’ questions (slide 4) | Answer ‘LO3 - Time to revise’ questions (slide 5) |
| **Week 10** | Answer ‘LO4 - Time to revise’ questions (slide 6) | Answer ‘LO5 - Time to revise’ questions (slides 7 -8) | Answer ‘LO6 - Time to revise’ questions (slide 9) |
| **Week 11** | Identify a wide range of successful brands.  Explain the benefits to a business of using logo’s in different formats.  **Resources:**  Branding methods and techniques pt. 1.doc | Analyse the advantages and disadvantages to a brand of having a strapline using examples from several different industries.  Explain the use of celebrity endorsement and the associated problems for celebrities.  **Resources:**  Branding methods and techniques pt. 2.doc | Describe the personalities of a wide range of different brands.  Describe the target market of a wide range of different brands.  **Resources:**  Branding methods and techniques pt. 3.doc |