

Year 10		<b>Curriculum Checkpoints: What do students know and what can they do?</b>			
Enterprise & Marketing Term 1		Developing	Securing	Mastering	Excelling
AF1	Market Research	I can <b>analyse and apply</b> 2 -3 examples to all fo the following:Market research aims, market research tools including primary and secondary, analysing market research, checking for accuracy and sampling methods.	I can <b>confidently analyse and apply</b> in relation to all of the following: Market research aims, market research tools including primary and secondary, analysing market research, checking for accuracy and sampling methods.	I <b>confidently analyse and apply</b> and am beginning to understand how to <b>evaluate</b> decisions in relation to all of the following: Market research aims, market research tools including primary and secondary, analysing market research, checking for accuracy and sampling methods.	I <b>confidently analyse and apply</b> and am <b>reasonably able to evaluate</b> decisions and <b>justify</b> them in relation to all of the following:Market research aims, market research tools including primary and secondary, analysing market research, checking for accuracy and sampling methods.
AF2	Market Segmentation	I can <b>analyse and apply</b> 2 -3 examples to all fo the following: What is Market Segmentation and the design mix.	I can <b>confidently analyse and apply</b> in relation to all of the following: What is Market Segmentation and the design mix.	I <b>confidently analyse and apply</b> and am beginning to understand how to <b>evaluate decisions</b> in relation to all of the following: What is Market Segmentation and the design mix.	I <b>confidently analyse and apply</b> and am <b>reasonably able to evaluate</b> decisions and <b>justify</b> them in relation to all of the following: What is Market Segmentation and the design mix.
AF3		I can <b>analyse and apply</b> 2 -3 examples to all fo the following:The classification of goods and service the key characteristics and aims and objectives of the public and private sectors the main features of sole traders and partnership and what unlimited liability means the main features of private limited companies and public limited companies and what limited liability means	I can <b>confidently analyse and apply</b> in relation to all of the following:The classification of goods and service the key characteristics and aims and objectives of the public and private sectors the main features of sole traders and partnership and what unlimited liability means the main features of private limited companies and public limited companies and what limited liability means	I <b>confidently analyse and apply</b> and am beginning to understand how to <b>evaluate</b> in decisions in relation to all of the following: The classification of goods and service the key characteristics and aims and objectives of the public and private sectors the main features of sole traders and partnership and what unlimited liability means the main features of private limited companies and public limited companies and what limited liability means	I <b>confidently analyse and apply</b> and am <b>reasonably able to evaluate</b> decisions and <b>justify</b> them in relation to all of the following: The classification of goods and service the key characteristics and aims and objectives of the public and private sectors the main features of sole traders and partnership and what unlimited liability means the main features of private limited companies and public limited companies and what limited liability means
Enterprise & Marketing Term 2		Developing	Securing	Mastering	Excelling
AF1	Designs	I can <b>confidently analyse and apply</b> in relation to all of the following: how to generates product design and how the design mix and market research findings have informed one of the design	I <b>confidently analyse and apply</b> and am beginning to understand how to <b>evaluate</b> decisions in relation to all of the following:how to generates product design and how the design mix and market research findings have informed one of the design	I <b>confidently analyse and apply</b> and am <b>reasonably able to evaluate</b> decisions in relation to all of the following:how to generates product design and how the design mix and market research findings have informed one of the design	I <b>confidently analyse and apply</b> and can confidently <b>evaluate</b> decisions in relation to all of the following:how to generates product design and how the design mix and market research findings have informed one of the design
AF2	Develop a product proposal	I can <b>confidently analyse and apply</b> in relation to all of the following: strengths and/or weaknesses of the design and reference is made to the self-assessment and the verbal and written feedback.	I <b>confidently analyse and apply</b> and am beginning to understand how to <b>evaluate decisions</b> in relation to all of the following: strengths and/or weaknesses of the design and reference is made to the self-assessment and the verbal and written feedback.	I <b>confidently analyse and apply</b> and am <b>reasonably able to evaluate</b> decisions in relation to all of the following: strengths and/or weaknesses of the design and reference is made to the self-assessment and the verbal and written feedback.	I <b>confidently analyse and apply</b> and can confidently <b>evaluate</b> decisions in relation to all of the following: strengths and/or weaknesses of the design and reference is made to the self-assessment and the verbal and written feedback.
AF3	Revenue costs and profits	I can <b>confidently analyse and apply</b> in relation to all of the following:range of costs relating to the chosen product design. Variable cost calculations. Is able to predicts a number of units sold in the first month. Knowledge of pricing strategy and selling price for the product design. Calculate total costs and total profit.	I <b>confidently analyse and apply</b> and am beginning to understand how to <b>evaluate</b> in decisions in relation to all of the following:range of costs relating to the chosen product design. Variable cost calculations. Is able to predicts a number of units sold in the first month. Knowledge of pricing strategy and selling price for the product design. Calculate total costs and total profit.	I <b>confidently analyse and apply</b> and am <b>reasonably able to evaluate</b> decisions in relation to all of the following:range of costs relating to the chosen product design. Variable cost calculations. Is able to predicts a number of units sold in the first month. Knowledge of pricing strategy and selling price for the product design. Calculate total costs and total profit.	I <b>confidently analyse and apply</b> and can confidently <b>evaluate</b> decisions in relation to all of the following: range of costs relating to the chosen product design. Variable cost calculations. Is able to predicts a number of units sold in the first month. Knowledge of pricing strategy and selling price for the product design. Calculate total costs and total profit.
Enterprise & Marketing Term 3		Developing	Securing	Mastering	Excelling
AF1	Break Even	I <b>confidently analyse and apply</b> and am beginning to understand how to <b>evaluate</b> decisions in relation to all of the following: break-even formula to calculate break-even, the impact of a change in price on the break-even level of sales. Also able to show financial viability of the business proposal is assessed.	I <b>confidently analyse and apply</b> and am <b>reasonably able to evaluate</b> decisions in relation to all of the following: break-even formula to calculate break-even, the impact of a change in price on the break-even level of sales. Also able to show financial viability of the business proposal is assessed.	I <b>confidently analyse and apply</b> and can confidently <b>evaluate</b> decisions in relation to all of the following: break-even formula to calculate break-even, the impact of a change in price on the break-even level of sales. Also able to show financial viability of the business proposal is assessed.	I have demonstrated that I am extremely confident in all key skills of <b>analysis, application and evaluation</b> in relation to all of the following:break-even formula to calculate break-even, the impact of a change in price on the break-even level of sales. Also able to show financial viability of the business proposal is assessed.

AF2	Review factors	I <b>confidently analyse and apply</b> and am beginning to understand how to <b>evaluate decisions</b> in relation to all of the following: Risks and challenges involved with producing and launching a new product	I <b>confidently analyse and apply</b> and am <b>reasonably able</b> to <b>evaluate</b> decisions in relation to all of the following: Risks and challenges involved with producing and launching a new product	I <b>confidently analyse and apply</b> and can confidently <b>evaluate</b> decisions in relation to all of the following: Risks and challenges involved with producing and launching a new product	I have demonstrated that I am extremely confident in all key skills of <b>analysis, application</b> and <b>evaluation</b> in relation to all of the following: Risks and challenges involved with producing and launching a new product
AF3	Revenue costs and profits	I <b>confidently analyse and apply</b> and am beginning to understand how to <b>evaluate</b> in decisions in relation to all of the following: Range of costs relating to the chosen product design. Variable cost calculations. Is able to predicts a number of units sold in the first month. Knowledge of pricing strategy and selling price for the product design. Calculate total costs and total profit.	I <b>confidently analyse and apply</b> and am <b>reasonably able</b> to <b>evaluate</b> decisions in relation to all of the following: Range of costs relating to the chosen product design. Variable cost calculations. Is able to predicts a number of units sold in the first month. Knowledge of pricing strategy and selling price for the product design. Calculate total costs and total profit.	I <b>confidently analyse and apply</b> and can confidently <b>evaluate</b> decisions in relation to all of the following: Range of costs relating to the chosen product design. Variable cost calculations. Is able to predicts a number of units sold in the first month. Knowledge of pricing strategy and selling price for the product design. Calculate total costs and total profit.	I have demonstrated that I am extremely confident in all key skills of <b>analysis, application</b> and <b>evaluation</b> in relation to all of the following: Range of costs relating to the chosen product design. Variable cost calculations. Is able to predicts a number of units sold in the first month. Knowledge of pricing strategy and selling price for the product design. Calculate total costs and total profit.