

BUSINESS DEPARTMENT

Enterprise and Marketing

DEPARTMENT VISION:

Business activity affects all our daily lives as we work, travel, play, spend, save and invest. It influences jobs, income and opportunities for personal enterprise and when delivered at school, is the first step of aiding entrepreneurship. Business has a significant effect on standard of living and quality of life plus, on the environment in which we live. Eventually, all students will encounter the world of business and we have a duty therefore to prepare our students to engage professionally with competence and to help them understand the roles it plays and the opportunities it generates. Our business studies programme will build a strong foundation for further study and training in specialised areas such as management, marketing, accounting and ICT or those wishing to move directly into the workplace.

AIMS

The fundamental purpose is to provide students with the knowledge, skills and attitudes necessary to achieve success in the workplace, higher education or training.

Key aims are:

- gain an understanding of business concepts through the study of subjects such as accounting, entrepreneurship, information and communication technology (ICT), international business, marketing, and business leadership
- develop the skills, including critical thinking skills, and strategies required to conduct research and inquiry and communicate findings accurately, ethically, and effectively
- apply the knowledge, skills, and attitudes acquired through the study of business to a variety of learning tasks and relate them to business phenomena on the local, national, and global levels

KEY STAGE 4 CURRICULUM PLAN – Specification code: J837 Enterprise and Marketing

Students will experience business studies from an entrepreneur point of view and will undertake the OCR Cambridge Nationals in 'Enterprise and Marketing'. There are 3 mandatory units' students must complete which are delivered over 2 years with an exam at the end of year 11.

Topics of study include Unit R067-Enterprise and Marketing concepts (this is the exam unit with 10 multiple choice questions and the rest is context-based questions), Unit R068-Design a business proposal and Unit R069-Make and pitch a business proposal. Each unit has 'Performance Objectives' (POs) and are given in the 2nd table below. A specification of the course can also be found here for your perusal: [Cambridge Nationals – Enterprise and Marketing](#)

PERFORMANCE OBJECTIVES

Each Cambridge National qualification has related 'Performance Objectives'. There are four to achieve:

Performance Objectives (POs)	
PO1	Recall knowledge and show understanding of enterprise and marketing concepts
PO2	Apply knowledge and understanding of enterprise and marketing concepts
PO3	Analyse and evaluate knowledge, understanding and performance
PO4	Demonstrate and apply skills and processes relevant to enterprise and marketing

Each unit also contains a breakdown of topic areas to be delivered to help students achieve a percentage of each performance objective in each unit.





AT A GLANCE

Unit No. & POs	Unit Title with: Topic Areas (TAs)	Unit Ref No.	Guided Learning Hours (GLH)	Assessment type	Mandatory or Optional
R067 (Exam) PO1, PO2, PO3	Enterprise and marketing concepts TA1 – Characteristics, risk and reward. TA2 – Market research specific targeting TA3 – What makes a product financially viable TA4 – Create a Marketing mix TA5 – Factors to consider starting/maintaining an enterprise	R/618/5877	48	E	M
R068 (Non-Exam) PO2, PO3, PO4	Design a business proposal TA1 – Market Research TA2 – How to identify a customer profile TA3 – Develop a product proposal TA4 – Review if proposal is financially viable TA5 – Review the likely success of the proposal	R/618/5877	36	NEA	M
R069 (Non-Exam) PO2, PO3, PO4	Marketing and pitch a business proposal TA1 – Develop a brand identity with a specific target audience TA2 – Create a promotional campaign for a brand and product TA3 – Plan and pitch a proposal TA4 – Review all the 3 TA's above	D/618/5879	36	NEA	M

CURRICULUM OVERVIEW

	Autumn Term 1 R067	Autumn Term 2 R067	Spring Term 1 R067	Spring Term 2 R068	Summer Term 1 R068	Summer Term 1 R068
YEAR 10	<p>PO1 – What is a business? What are the objectives of a business?</p> <p>Characteristics of successful entrepreneurs. Rewards for risk taking & drawbacks of risk taking.</p> <p>PO2 & PO3 Assessment 1</p> <p>PO1 – Purpose of market research. Primary & Secondary Research Types of Data, Market Segmentation, and all of the benefits.</p> <p>PO2 & PO3 Assessment 2</p>	<p>PO1 – Fixed & Variable Costs Revenue, Profits, Losses Break Even Analysis Importance of Cash PO2 & PO3 Assessment 3</p> <p>PO1 – 4 Ps of Marketing Creating a marketing mix Types of advertising media Sales Techniques</p>	<p>PO1 – Product Life Cycle Customer Feedback Techniques Pricing strategies PO2 & PO3 Assessment 4</p>	<p>PO1 - Types of ownership Sources of finance Types of external support PO2 & PO3 Assessment 5</p>	<p>PO3 - Task 1 – Complete market research to aid decisions</p> <p>Task 2 – Identify a customer profile</p>	<p>PO? - Task 3 – Produce a design proposal</p> <p>Task 4 – Develop a product proposal</p>
	R068	R069	R069	R067 - Revision	R067 – Revision & Exam	
YEAR 11	<p>PO? - Task 5 – Review whether a business proposal is financially viable</p> <p>Task 6 – Review factors that may impact the success of the business proposal</p>	<p>PO? – Task 1 – Developing a brand</p> <p>Task 2 – Create a promotional campaign for your trainers</p> <p>Task 3 – Develop a pitch for your proposal</p>	<p>PO? - Task 4 – Pitch your business proposal to an audience</p> <p>Task 5 – Reflect on your pitch and brand</p>	<ul style="list-style-type: none"> • Risk and reward for enterprise • Market research • Financial viability 	<ul style="list-style-type: none"> • Marketing mix • Starting and running an enterprise 	

MARKING AND FEEDBACK POLICY

Key Stage 4		
Marking, assessment and feedback activities:		
Symbol	What it means...	When
Sp.	Indicates a spelling mistake	Exercise books (File)
	Double ticked work indicates a strong and successful element of a pupil response.	Extended pieces of writing
//	Indicates a new paragraph suggestion.	Exercise books (File)
? Ex.	Indicates that something needs expanding.	Exercise books (File)
	Indicates something does not make sense or needs re-writing/poor expression. Pupils then have to work out and label what they must correct.	Exercise books (File)
	SPaG error that needs to be identified and fixed by the student.	Exercise books (File)
	Self / Peer assessment will be marked by the pupil	Online / Exercise books (File)
<p>Key Assessments are conducted at the end of every half term based on the unit covered. We also conduct a Mid-Unit Assessment half-way through the half term to maintain retention for their key assessment. The key assessment will contain detailed feedback and a score/% and will offer lesson time to review.</p> <p>Lesson starters are either questions based on all topics from different units to ensure knowledge and recall or a quiz for topics currently being taught. Throughout lessons, verbal and application diagnostic questioning is used along with exam style questions which have been taken from past exam papers i.e. multiple choice and extended writing. Homework is given out every 4 lessons roughly every 2 weeks.</p> <p>Books will be marked twice every half term (dependent on mid-unit assessment being set as hard copy or online) with peer, group and over the shoulder marking taking place every week. Students will predominantly be working in exercise books with some tasks being set online through MS Teams. In any case, all students must have access in every lesson to their own file/book to store work, revision booklets and knowledge organisers.</p>		
<p>KS4 - Link to assessment plan and whole school data collection:</p> <p>Assessments will be completed at the end of each module of work. This will be graded and returned for review (results are kept on a central department tracker).</p> <p>Any student significantly below their target or lacking in commitment to the assessments will be asked to retake.</p> <p>Exam questions will be completed during the module of work in class and for homework.</p>		

OPPORTUNITIES AND VISITS

There are opportunities to visit local businesses to see how they operate in practice. Most trips are linked with the local authority chambre of commerce, with visits planned to such companies as Unilever and Typhoo. This is to deepen our students study programme by gaining an insight into the everyday operation of a business, its marketing strategies and develop links with those who offer summer internships suitable for our students.

INTERNATIONAL VISITS

Opportunities for trips are being discussed to team up cross curricular and to investigate how large corporates operate in the UK's capital and further afield such as New York and Silicon Valley. More information will be made available.