Year 10/11 Enterprise and Marketing

Course Information

# Course Overview

* **Exam Board** – OCR
* **Usual Age Range** – 14-16
* **Qualification** – Equivalent to 1 GCSE
* **Curriculum Time** – Three 50 minute lessons per week in class plus additional work in Independent Learning Time
* **Assessment** – this curriculum is assessed via:
  + One 90 minute exam
  + Non Examined coursework - Design a Business Proposal (task set by OCR) – students create a business report and a presentation
  + Non-Examined coursework - Market and Pitch a Business Proposal – students create a written report – this task also be assessed via audio/video recording
* **Grading** – Distinction\*, L2 Distinction, L2 Merit, L2 Pass, L1 Distinction, L1 Merit, L1 Pass, Unclassified
* **Full specification** - <https://www.ocr.org.uk/Images/610949-specification-cambridge-nationals-enterprise-and-marketing-j837.pdf>

# Curriculum Intent

The **intent** of the Enterprise and Marketing curriculum is to give UTC students an opportunity to develop their understanding of business, enterprise and marketing. The intent is to ensure students have useful knowledge, understanding and skills that can be applied in any business setting in their future career and of particular use to students considering starting their own business or enterprise.

The further intent of the Curriculum is to give students useful technical skills around business such as the ability to write an effective business plan, produce accurate financial documents and create and implement an impactful Marketing Mix.

Students are supported are encouraged to develop their **love of reading** and literacy skills on this course, by reading related business news and articles and by completing regular extended writing activities.

Students are encouraged to develop their **numeracy** on this course by learning how to use and create financial documents with the use formulas, graphical representations and making financial calculations.

Suggested next step **destinations** after completion include Level 3 Technical IT or Extended Project Qualification.

Related **careers** include working in business or students starting their own business in the future and careers in marketing. This intent of the Curriculum is to also provide a good baseline knowledge, skills and understanding for students who undertake an Apprenticeship.

# Remote Learning and Revision

Students will benefit from additional study of Business Fundamentals for the exam revision and also if they are absent from the UTC but well enough to complete remote learning. Students can communicate with the teacher via Teams or via email if absent from school.

* GCSEPod – <https://www.gcsepod.com/gcse-learning-and-revision-pods/>
* Seneca – <https://app.senecalearning.com/classroom/course/f6d74ec9-7c0d-4416-8608-d2e222a48dcc>
* Purchase CGP Study Guide – <https://www.amazon.co.uk/Cambridge-National-Enterprise-Marketing-Student/dp/1009106473>
* Bitesize Study - <https://www.bbc.co.uk/bitesize/examspecs/zhrphbk>
* Practice Assessments and papers - <https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-2-j837/assessment/>
* Students can access all lesson materials on Google Classroom

*Note – these resources are for GCSE Business, but are very useful for preparing for the Enterprise and Marketing course*

Some other useful websites:

* Simple notes, diagrams and activities - <https://www.bbc.co.uk/bitesize/subjects/zpsvr82>
* Mainly notes, but concise - <https://revisionworld.com/gcse-revision/business-studies>
* A bit more detailed, covers many of the core topics - <http://www.businessstudiesonline.com/>
* Lots of materials and case studies - <http://www.bized.co.uk/>

# Curriculum Overview

The learning in Enterprise and Marketing (*equivalent to 1 GCSE*) is sequenced as follows.

*Note: the full Curriculum Plans are available on request to* [*info@nefuturesutc.co.uk*](mailto:info@nefuturesutc.co.uk)

**Key Topics**

* Enterprise and Marketing Concepts
* Design a Business Proposal
* Market and pitch a Business Proposal

# Year 10

**Year 10 Half Term 1**

* What are the characteristics of a successful entrepreneur? What are the risks and rewards of enterprise?
* What is the purpose of market research? What are the methods of market research?
* How and why do we segment markets?
* What makes a product financially viable?

**Year 10 Half Term 2**

* What are the different kinds of costs to a business?
* How do we calculate revenue, profit and loss?
* How do we calculate break-even?

**Year 10 Half Term 3**

* How do we implement an effective Marketing Mix?
* What are the types of advertising?
* How can we use sales promotion techniques?

**Year 10 Half Term 4**

* What are the types of public relations and how are they used?
* What are the stages of the product lifecycle and how can they be applied to new products?
* How can extension strategies be used to extend the product lifecycle?

**Year 10 Half Term 5**

* What are the forms of business ownership?
* What sources of capital are available for enterprises?
* What sources of support are available for enterprises?

**Year 10 Half Term 6**

* How do we successfully pitch our business proposal?
* What makes an effective business proposal pitch?
* How do we assess, review and improve our pitch?

Year 11

**Year 11 Half Term 1**

* Practice and prepare for the assessment on [Business Proposal](https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/assessment/)
* Apply knowledge of market segmentation, market research, pricing, break even, risk to a real life brief

**Year 11 Half Term 2**

* Real assessment on [Business Proposal](https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/assessment/)
* Apply knowledge of market segmentation, market research, pricing, break even, risk to the exam board brief

**Year 11 Half Term 3**

* Practice and prepare for the assessment on [Marketing and Pitch](https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/assessment/)
* Apply knowledge of branding, promotion, marketing mix to a real life brief

**Year 11 Half Term 4**

* Final assignment on [Marketing and Pitching](https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/assessment/)
* Apply knowledge of branding, promotion, marketing mix to an exam board brief

**Year 11 Half Term 5**

* Additional study time and revision

**Year 11 Half Term 6**

* GCSE exams