

Level 2: 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 75-minute exam
 - Non Examined coursework - Design a Business Proposal (task set by OCR) – students create a written business report
 - Non-Examined coursework - Market and Pitch a Business Proposal – students create a written business report and presentation – 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 and 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 of formulas, graphical representations and 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. The 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 Google Classroom 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-1-2-1837/assessment/>
- Students can access all lesson materials on Google Classroom

Note – many of 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@nef.tynecoast.academy

Key Topics

- Design a Business Proposal
- Market and pitch a Business Proposal

Year 11

Year 11 Half Term 1

- Complete coursework on [Business Proposal](#)
- Apply knowledge of market segmentation, market research, pricing, break even, risk to the exam board brief.

Year 11 Half Term 2

- Practice and prepare for the assessment on [Marketing and Pitch](#)
- Apply knowledge of branding, promotion, marketing mix to a real life brief.

Year 11 Half Term 3

- Practice and prepare for the assessment on [Marketing and Pitch](#)
- Apply knowledge of branding, promotion, marketing mix to a real life brief.

Year 11 Half Term 4

- Final assignment on [Marketing and Pitching](#)
- 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