Enterprise and Marketing

# 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:
  + 1 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\*, Distinction, Merit, Pass, Level 1 Distinction, Level 1 Merit, Level 1 Pass, Unclassified
* **Full specification** - <https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/>

# 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, byt 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.

# Study Tips

Students will benefit additional study of Business Fundamentals:

* GCSEPod – <https://www.gcsepod.com/gcse-learning-and-revision-pods/>
* Seneca – <https://senecalearning.com/en-GB/seneca-certified-resources/business-gcse-edexcel/>
* CGP Study Guide – [shorturl.at/tyINY](file:///C:\Users\dan.sydes\Downloads\shorturl.at\tyINY)
* Practice Assessments and papers - <https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/assessment/>

*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 11:**