



**SUBJECT:** Enterprise & Marketing  
**YEAR:** 10 & 11  
**HEAD OF DEPARTMENT:** Mr Cole  
**GROUPING POLICY:** Mixed ability in option blocks  
**EXAM BOARD:** OCR  
**ASSESSMENT:** 100% External Examination

**COURSE CONTENT** Link to Specification: <https://www.ocr.org.uk/Images/610949-specification-cambridge-nationals-enterprise-and-marketing-j837.pdf>

### **Curriculum Intent**

1. To develop an awareness and natural curiosity of the Business and Economic environment with relevance to our students in Gloucestershire, South West, UK, Europe and the world.
2. To have a broad and deep understanding of the businesses, industries and cultures that students might create, own, work for, manage, lead or interact with, and the key driving factors and inhibitors that impact these environments.
3. To enhance the social capital of our students.
4. To learn how to manage current and plan future financial capability in the short, medium and long term.
5. To develop an understanding and appreciation of the interrelated nature of business and economics using models, theories and techniques to support analysis of contemporary business and economic issues and situations.
6. To develop work skills, ambition, aspiration and independent learning capacity. To select an appropriate pathway post-18 education (i.e. apprenticeship, further or higher education). To enable students to become world citizens that make a positive and constructive contribution to society.

### **What will my child learn?**

Unit R067: Enterprise and Marketing Concepts This is assessed by an exam. In this unit, you will learn about the key factors to consider and activities that need to happen to operate a successful small start-up business.

Topics include:

- Characteristics, risk and reward for enterprise
- Market research to target a specific customer
- What makes a product financially viable
- Creating a marketing mix to support a product
- Factors to consider when starting up and running an enterprise.

Unit R068: Design a Business Proposal This is assessed by a set assignment. In this unit, you will identify a customer profile for a specific product, complete market research to generate product design ideas, and use financial calculations to propose a pricing strategy and determine the viability of their product proposal.



Topics include:

- Market research
- How to identify a customer profile
- Develop a product proposal for a business brief
- Review whether a business proposal is financially viable
- Review the likely success of the business proposal.

Unit R069: Market and Pitch a Business Proposal This is assessed by a set assignment. In this unit, you will develop pitching skills to be able to pitch your business proposal to an external audience. Finally, you will review your pitching skills and business proposal using self-assessment and feedback gathered.

Topics include:

- Develop a brand identity to target a specific customer profile
- Create a promotional campaign for a brand and product
- Plan and pitch a proposal
- Review a brand proposal, promotional campaign and professional pitch.

**Homework** or independent study in preparation for Year 11 and 6th Form approaches to learning. It may take the form of research tasks that support the work students complete in school; homework booklets; online learning and assessment; or extended answer question practice.

### **What will homework look like?**

Various tasks are set and these will include exam style questions, consolidation of work from class and/or the review of marked work. Homework will also be set online using various websites and resources.

What enrichment opportunities are available?

- Speakers;
- Articles;
- Activities;
- Independent research;

### **ASSESSMENT**

How will my child's work be assessed?

Students' classwork and homework will be systematically assessed throughout the course. This will include regular tests over the two years for the exam unit and assessment and feedback following submission of each task in the coursework units. These will be used to monitor and support progress and identify areas for students to develop.

There are two non-examined units in which students will undertake tasks sequentially and receive feedback against the marking criteria. One externally assessed unit sat at the end of Year 11 (either January or June). The type of questions within each of these papers includes: multiple-choice, short answer, levels of response and extended prose.



R067 (Externally examined unit): Enterprise and marketing concepts 1 hr + 15 mins (70 marks).

R068 (Non-examined assessment): Design a business proposal (approx. 10-14 hours assessment time).

R069 (Non-examined assessment): Market and pitch a business proposal (approx. 10-14 hours assessment time).

## **ADDITIONAL INFORMATION**

### **How can I support my child in this subject?**

- Discussion of topics being covered (often very useful to discuss parents' jobs);
- Trips to relevant localities with links made to learning;
- Access to ICT for independent research;
- Check that homework is being completed and support/facilitate opportunities to complete.

### **How can I support my child in this subject?**

- Revision techniques content recall and testing
- Encourage homework/revision and attendance at revision/homework sessions after school;
- Encourage use of the electronic resources offered such as GCSE Pod, Seneca, Two Teachers, Tutor2U, etc.