

OCR Enterprise and Marketing - Curriculum Map

Intent
 Students studying a Cambridge National qualification in Enterprise will learn essential skills needed to succeed in business, including research, marketing, finance, and product design. Learners will be assessed on both coursework and an exam unit. They will have the opportunity to explore various business scenarios and show creativity, develop problem solving and suggest appropriate solutions. The course develops students who can go on to study vocational courses at level 3.

Term	1	2	3	4	5
Year 10	<p>Unit RO64: Enterprise and marketing concepts</p> <p>Learning Outcome 1: Understand how to target a market</p> <p>Learners will understand how and why customer segmentation is used and how to target a customer market. They will be able to select the most appropriate form of segmentation for a particular business/situation. They will also develop an understanding of the relative advantages and disadvantages, for a start-up business, of primary and secondary market research methods and recommending a method for a specific business/situation.</p>	<p>Unit RO64: Enterprise and marketing concepts</p> <p>Learning Outcome 2: Understand what makes a product or service financially viable</p> <p>Learners will be able to assess the financial viability of a product or service using formulae, given the appropriate information. Learners should also understand the difference between revenue, profit and cash flow.</p>	<p>Unit RO64: Enterprise and marketing concepts</p> <p>Learning Outcome 3: Understand product development</p> <p>Learners will understand the lifecycle of a product and be able to make recommendations for appropriate extension strategies in a specific situation. They will also know the impact of external factors such as, economic, technological and legal factors.</p>	<p>Unit RO64: Enterprise and marketing concepts</p> <p>Learning Outcome 4: Understand how to attract and retain customers</p> <p>Learners will consider how a business markets its products and services to its customers. Learners should be able to recommend the most appropriate pricing strategy, advertising method and sales promotion technique for a start-up business in a specific situation. Learners may be required to make recommendations to improve a business's performance which may have implications for delivery of customer service.</p>	<p>Unit RO64: Enterprise and marketing concepts</p> <p>Learning Outcome 5: Understand factors for consideration when starting up a business</p> <p>Learning Outcome 6: Understand different functional activities needed to support a business startup</p> <p>Learners will understand the main activities that will need to happen to support a start-up business and what the key factors are to consider when starting up a business.</p>
Year 11	<p>Unit R065: Design a business proposal</p> <p>Learners will understand how and why businesses build customer profiles. Learners will be able to collect, present and analyse data. They will understand how to review the success of a business venture using a variety of different products/services. Learners will also be able to identify challenges that businesses</p>	<p style="text-align: center;">Mock 1</p> <p>Unit R065: Design a business proposal</p> <p>Learners will be given a dummy product/service for which they must complete market research and design a proposal. This coursework simulation will allow students to practise and hone their skills before the assessment.</p>	<p style="text-align: center;">Mock 2</p> <p>Unit R065: Design a business proposal</p> <p>Learners have a set amount of time (15-20 hours) to design a product proposal to meet a business challenge scenario. All work will be completed during lesson time under direct supervision. On completion of this unit, learners will have gained some of the essential skills and knowledge required when considering starting a business, but also the transferable skills of self-</p>	<p style="text-align: center;">Mock 3</p> <p>Unit R066: Market and pitch a business proposal</p> <p>Learners will understand the benefits of branding, and how to build a brand and promotional plan. Learners will also understand the structure of a successful pitch.</p> <p>Learners have a set amount of time (12-15 hours) to create a brand identity and promotional plan for their product proposal, developed in Unit R065. All work will be completed during lesson time under direct supervision. By completing this unit, learners will know how to use a combination of branding and promotional methods that complement each other and appeal to a specific customer profile. They will gain the crucial skills of professionally pitching to an unknown audience. This will help to prepare them both for employment situations such as interviews and for starting up a business in the future, while also developing the</p>	

	face when launching new products.		assessment, providing and receiving feedback, research and evaluation. The skills and knowledge developed by completing this unit will also be transferable to further learning in related areas and will be required by learners when completing Unit R066 Market and pitch a business proposal.	transferable skill of presenting information to others in a clear and persuasive manner.
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Impact:
 The success of the curriculum will be measured by the number of Year 9 students who opt to study business at GCSE and CTEC as well as the outcomes that students leave year 11 with. A successful curriculum should enthuse and engage students, allowing them to discuss business issues and current affairs. These might include students taking a keen interest in changes in society, technology, government, and the economic cycle. The curriculum should enable students to leave The Hurlingham Academy with an understanding of a range of different careers within business and the risks and rewards of entrepreneurship.