

# OCR Enterprise and Marketing Subject Overview

The Appleton School.

*Review September 2023*



## Subject: OCR Enterprise and Marketing

### Curriculum Intent (Covering Year 9 to 11)

---

#### Department Vision.

The Business department at The Appleton School aims to develop young business students and knowledgeable entrepreneurs. The OCR Enterprise and Marketing course aims for students to develop applied knowledge and practical skills in Enterprise and Marketing. It is designed with both practical and theoretical elements, which will prepare learners for further study of qualifications in enterprise, marketing or business. The planned and specialised delivery of the specification gives students the opportunity to explore real life business issues and how businesses work enabling them to utilise this knowledge in their next steps.

The specification for Enterprise and Marketing covers these main areas: Market segmentation, Market research, Finance, functional area, the marketing mix product development, external factors affecting business operations.

With a combination of teacher led delivery, independent research, coursework-based tasks, teamwork, competition and presentation activities we aim to complement the employability skills that they are developing in other subject areas as well as prepare students for the everyday world of working within or running an organisation. This qualification is complemented by a range of GCSEs such as Business, Maths and English. It also complements creative subjects such as Art and Design and can be delivered alongside other vocational courses including ICT and Creative iMedia.

#### Students Vision.

- To develop you as young business students and knowledgeable potential future entrepreneurs
- To provide you with a key understanding of business terminology, concepts, objectives and the nature of business activity.
- To allow you to explore real life business issues and scenarios
- To provide you with an insight into how this subject is going to be useful in your chosen next steps in life
- To compliment your employability skills
- To prepare you for the everyday life of working for or running your own business

#### What are your aims linked to the curriculum (National Curriculum and Specification criteria)

The vision and aims of the OCR Marketing and Enterprise department at the Appleton School have been influenced by the Purpose and Aims of the National Curriculum (DfE 2013) and the Edexcel Specifications that we follow at level 2, which highlight areas that we feel particularly important in the 21<sup>st</sup> Century.

## How is the curriculum delivered?

The Enterprise and Marketing curriculum is divided into three units of work. The course is divided into three modules two coursework and one exam. RO68 This will be covered in the first year of the course. Alongside this as the unit progresses, students will complete coursework tasks from unit RO69. The course content on these two unit are interlinked and therefore as topics are covered, coursework will be completed alongside. RO69 coursework will be completed once RO68 is complete. Students should then have sufficient time to cover RO67 content again before the end of the course. This is explained in greater depth on our scheme of work. The curriculum has been developed so that skills and knowledge are revisited continuously throughout the course, until external examinations for RO64 are completed.

## How is the curriculum assessed?

Assessments are completed at the end of the delivery of each topic where students' key knowledge and skills that have been developed through the topic area are assessed, through the completion of an end of topic test. Past papers are used for assessment of RO64 and current grade boundaries will be used to assess students' progress. All of the assessment data is collected on a departmental mark book and individualised teachers' data tracking system and will inform future teaching and learning. As this course has two coursework units, tasks will be set from the official exam board assignment. Coursework submissions deadlines will be set and teachers will give feedback to students on how to maximise their coursework outcomes. This assessment takes place on regular intervals throughout the course. At key points throughout the academic year (determined by the school) mock examinations will take place. These examinations will test knowledge and skills across modules in RO64 and are assessed using examination mark schemes and grade boundaries (KS4). This data is recorded on the central school system (SIMS).

## How is the curriculum enriched (through speakers/visits/clubs) to generate a love of learning?

The curriculum is enriched predominately through the application of real-life links to Businesses within the UK and global economy. Students are encouraged to keep up with the news and teachers are expected to bring real life business examples into their lesson planning. External speakers come into the school focusing on providing students with an insight into setting up and running their own company as successful business entrepreneurs. We have a business and enterprise department that focuses on running business clubs such as young enterprise where business students are given the opportunity to be involved in their own business and products. This department also provides a business trip to New York.

## What skills and knowledge do students bring with them from Key Stage 3 to Year 9?

Students first exposure to the subject of Business is through a fortnightly programme that is completed in year 9 and therefore they have limited skills and knowledge that they can bring with them into year 10. This programme has been designed to introduce the subject and provide the students with an idea as to what Business is about. Key concepts such as the marketing mix and finance are delivered and students use this understanding to apply it to the creation of their own business ideas. The course is an engaging and informative insight into this new subject and into the ks4 OCR Enterprise and Marketing course.

## What skills and knowledge do students bring with them from Year 10 to Year 11?

In year 10 students will cover at first the GCSE Edexcel theory from Theme 1.1 and 1.2 linking to the concepts of business and giving students a introduction to how business ideas come about, risk and reward and also then introduced to marketing that links to the coursework unit RO68 – Design a business proposal. This first topic underpins the wider learning in this qualification. Learners will develop essential knowledge and understanding of enterprise and marketing concepts, which can be applied to the other units within the qualification. Through the first topic 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.

RO69 – Market and Pitch and Business Proposal (Coursework, weighting 25%) - In the second topic, learners will develop the skills to create a brand identity and promotional plan for their specific business product proposal developed in the second topic. They will develop pitching skills in order to pitch their business proposal to an external audience. Students will review their pitching skills and business proposal using their learning, self-assessment and feedback gathered. The knowledge and skills developed by completing this topic will be transferable to further, related learning in areas such as enterprise, marketing or business. Students by the end of the course should be extremely confident on the following skills; identification, understanding, application, analysis and evaluation and a number of transferrable skills will also be obtained throughout this qualification such as cognitive, interpersonal and intrapersonal skills

Finally, students will build on their prior learning of the coursework and complete unit RO67 – Enterprise and marketing concepts. This topic underpins the wider learning in this qualification. Learners will develop essential knowledge and understanding of enterprise and marketing concepts, which can be applied to the other units within the qualification. Through the first topic 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. Students will sit their external examination in May of year 9 and will therefore has knowledge of external examinations.

## What skills and knowledge do students bring with them from Key Stage 4 to Key Stage 5?

Students can progress from this qualification to a number of different academic and vocational qualifications at Level 3, including A-levels in Business, BTEC Nationals in Business, Computing and Imedia. The knowledge and skills gained from OCR Enterprise and Marketing support students' entry into employment or other training in specific aspects of business, such as apprenticeships and vocational qualifications which focus on more specialised business areas. OCR Enterprise and Marketing provides a strong foundation for employment, with students progressing, with further training, to a wide range of careers training such as banking, sales, marketing and general management.

## What will students study?

This is a two year course where 2 units of coursework (25% each) and one external examination (50%) will be completed at the end of year 9 and again in January of year 10, unless students are completing the short fat course then in which case they will take the examination in January and May in year 11 and complete the full course in under one year. In year 9 students will cover RO64 exam content and RO65 a business proposal. In year 10 students will then predominately focus on RO66 pitching a business idea and RO64 content again to take the exam in January. The exam is sat twice as students have the opportunity to do this and then take the best grade awarded from both exams. Exam question practice will be completed throughout the duration of the course in order to build examination skills and allow the application of theory. For an in-depth view on what the students will cover please see the OCR Enterprise and Marketing scheme of work.

## Why has learning been sequenced in this way?

Year 10 Autumn Term	Year 11 Autumn Term
<p>Student to be introduced to the course explain about the coursework breakdown and given the scenario for the year that has been set by the exam board.</p> <p>Students will start to learn initially theory mirrored to GCSE gain the basic concepts of business following Theme 1.1 and 1.2. This enables students to gain an understanding of business in general. Once market research and customer need has been introduced students can start the coursework Task 1. Which is to conduct market research for the business in the scenario. Students will be required to state the aims and objectives of market research, produce three market research methods and justify their data. Students must also understand sampling methods and select the most suited sample that they would want to use.</p>	<p>Students will finish off any remaining parts of the first two tasks before starting Task 3 -Plan and Pitch a proposal. Students need to create a Presentation with visuals to explain their promotional campaign and why they believe it will be effective. They must plan the venue, the audience and what they believe they would need to be successful in this environment.</p>
Autumn Half Term	Autumn Half Term
<p>Students will be finishing Market Research, before developing a customer profile using segmentation methods and their research to show who they are going to be targeting with a comprehensive justification.</p> <p>Student will then start task three and design the product that will suit the customer profile and meet the needs of the majority of individuals that responded to the market research.</p>	<p>Students will practice the pitch and gain feedback from peers. Students then need to make adjustments to their pitch and explain these changes. Students will then be required to pitched to internal moderators and be assessed on their performance. Students will then be required to reflect on the experience and write a reflection of their strengths and weaknesses from their pitch and explain how successful they have been from doing the pitch. They will need to state where they feel that they could improve.</p>

Christmas Holidays	Christmas Holidays
<p>Task 4 Students will be self-reflecting on what they have produced for their product meeting the scenario requirements before gain peer feedback on what they have produced. Students will then need to make one alteration to the product using the feedback that they have gained.</p>	<p>R069 coursework to be submitted to the exam board in January. Students will now focus on the Exam unit and will be covering topics that they have previously throughout the coursework whilst also being introduced to new concepts. Students will have a focus on Exam technique.</p>
Spring Half Term	Spring Half Term
<p>Students will now be required to complete Task 5 the finances for the business. Using the costing that was given to them in the scenario students can cost out their product and set a price and also calculate revenue. Students will be taught the theory before doing this and will also need to understand breakeven and pricing strategies and explain which methods they will be using and why. Finally, students will need to explain the risks that come with their business and how they could overcome these and explain overall if they feel that their business will be a success.</p>	<p>Focus will be continuing R067 Exam unit and will be covering theory and answering questions to improve exam technique.</p>
Spring Holidays	Spring Holidays
<p>Students to respond to any feedback on their coursework before final grades are submitted and coursework will be submitted to OCR.</p>	<p>Final Exam technique. Final Exam</p>
Summer Half Term	Summer Half Term
<p>Students to start the R069</p> <p>Students must develop a brand identify to target a specific target audience. Building on the first piece of coursework students will be required to develop a brand, using three branding methods create a logo a long with two other options for their brand. They must explain why they have created these branding methods and how they are going to be effective in appealing to the target audience.</p> <p>Student will then start task two and create promotional material using their branding methods to show how they will research out to their target audience. Students must explain what they are trying to achieve through their promotional campaign and also state the KPI's and time frame that it will take from developing the campaign through to it running the full course.</p>	

### What cross-curricular themes have been identified?

The main cross curricular links that are present throughout this course are English, Mathematics and Economics. A number of written skills are required throughout the course when answering exam questions and quantitative skills are included through calculations and interpretations of data.

### How will this be assessed to show that students have learnt and remembered what they have been taught?

Years	Term 1	Term 2	Term 3
10	Coursework	Coursework	Final coursework submissions. Mock Exam – Covering content of Exam.
11	Coursework	Coursework submissions	External Exam

### What will students be expected to know and remember?

For an in-depth view on what the students will be expected to know and remember. With regard to knowledge and skills please see the OCR Enterprise and Marketing scheme of work.