

OAW Business/Marketing and Enterprise Curriculum

We believe that students deserve a Business curriculum which prepares them for the economic, digital, fast-paced world they live in.

Business Studies gives young people the skills and abilities to engage positively with the business world. They learn how products and business systems work, the skills that businesses require to thrive, ICT skills digital technologies that business rely on. Students will learn and master these skills and understand how they will help improve the world around them and for them to become a valued member of an economic, digital society.

We thrive to provide opportunities which allow students to develop a knowledge of a range of business terms, understanding and knowledge. Students will grow in confidence through dedicated teaching environments, the latest ICT equipment and software, and specialist teaching.

At the centre of the subject is creativity and enterprise. Business Studies is a subject which draws, develops and implements a range of different disciplines; including mathematics, science, engineering, geography and art. The subject embeds high quality literacy skills through analysis and evaluation techniques.

As students progress to KS4 they can choose an area to study within the department, which for business is Enterprise and Marketing. In this chosen area, the subject allows for deeper study of the business world they live in, potential career opportunities and with the skills developed at KS3 the confidence to task risks, become resourceful, innovative, enterprising and capable citizens. The subjects encourage students to design and make products that solve real and relevant problems, within a variety of contexts, while considering their own and other's needs, wants and values.

The Enterprise and Marketing course equip learners with the knowledge, understanding and skills needed to work in the creative digital and business sector.

Curriculum Intent Overview

Our Business curriculum will give the students an opportunity to:

Research and Design

- Engage in an iterative process of design and making;
- Undergo primary and secondary research techniques into a range of clients' needs;
- Identify and solve their own problems and the problems of specific clients and target market groups;
- Develop products that respond to the needs of clients in a variety of situations;
- Develop and communicate their design ideas using a business plan and sales pitch and business proposal.

Make

- Select from and use specialist digital media tools, techniques, processes to produce a planned product;
- Market and pitch a business proposal to a client;
- Demonstrate knowledge and understanding of and Enterprise and marketing.

Evaluate

- Investigate new and emerging digital technologies;
- Personal project work, analysing how the product fulfils the requirements of the specification and the user's needs, wants and values;
- Recognise how their product can be modified to better meet its intended aim and target audience.

Cambridge National (Enterprise and Marketing) Overview - Year 1

Term 1: September - October	Term 2: November - December	Term 3: January - February
<p>Market Segmentation R065 Coursework: Task 1 (market segmentation) Task 1 (customer profile)</p> <p>Market Research R065 Coursework: Task 2 (market research)</p>	<p>R065 Coursework: Task 3 (draft designs) Task 4 (self and peer assessment) Task 4 (changes and summary)</p> <p>Fixed/Variable Costs Calculating total costs R065 Coursework: Task 5 (fixed and variable costs) Task 5 (calculate costs) Task 5 (predicted sales)</p>	<p>R065 Coursework: Task 5 (risk) Task 5 (viability) R065 improvements</p> <p>Business Cycle External Factors</p>

Term 4: March - April	Term 5: April - May	Term 6: June - July
<p>Customer Feedback Business Plans Sources of Capital</p> <p>R065 coursework improvements</p>	<p>Functional Areas Business Ownership</p> <p>R065 Coursework first submission</p>	<p>Customer Service Promotion Techniques Advertising Methods</p>

Cambridge National (Enterprise and Marketing) Overview - Year 2

Term 1: September - October	Term 2: November - December	Term 3: January - February
<p>Revision of R064 LO1 Customer Segmentation R064 LO1 Market Segmentation R064 LO1 Market Research R064 LO1 Customer Feedback Unit assessment and GRIT</p> <p>R064 LO2 Fixed & Variable Costs R064 LO2 Calculating Revenue R064 LO2 Calculating Profit R064 LO2 Break-even Point Unit assessment and GRIT</p> <p>R064 LO3 Product Lifecycle R064 LO3 Extension Strategies R064 LO3 Product Differentiation R064 LO3 Technological External Factors R064 LO3 Legal External Factors R064 LO3 Economic External Factors Unit assessment and GRIT</p> <p>Exam technique throughout (8 mark, 6 mark and 4 mark questions).</p> <p>2 Practice Papers in T1</p> <p>Unit assessment and GRIT</p>	<p>Revision of R064 LO4 Pricing Considerations R064 LO4 Pricing Strategies R064 LO4 Advertising Methods R064 LO4 Promotional Techniques R064 LO4 Customer Service Unit assessment and GRIT LO4 practice of 8-mark justification questions</p> <p>R064 LO5 Small Business Ownership R064 LO5 Owning a Franchise R064 LO5 Sources of Capital R064 LO5 Business Plans Unit assessment and GRIT</p> <p>R064 LO6 Functional Areas R064 LO6 Human Resources R064 LO6 Marketing Function R064 LO6 Operations Function R064 LO6 Finance Function Unit assessment and GRIT</p> <p>Exam technique throughout (8 mark, 6 mark and 4 mark questions).</p> <p>2 Practice Papers in T2</p>	<p style="color: red;">January exam</p> <p>Revision of branding R066 Coursework: Task 1 (create hat brand) Task 1 (discussion of branding methods)</p> <p>Revision of promotion techniques R066 Coursework: Task 1 (promotional objectives) Task 1 (select promotional methods) Task 1 (discuss promotional methods)</p>

Term 4: March - April	Term 5: April - May	
<p>R066 Coursework: Task 2 (pitch factors) Task 2 (plan pitch structure) Task 2 (structure outline) Task 2 (pitch script) Task 2 (pitch visual aids)</p>	<p>R066 Coursework: Task 2 (pitch visual aids continued) Task 2 (Audience questions) Task 2 (practice pitches) Task 2 (pitch improvements) Task 3 (formal pitch) Task 4 (pitch review)</p> <p>R066 Coursework: Task 4 (business proposal review)</p> <p>Final revision for re-sits.</p>	