

OAW Business/Marketing and Enterprise Curriculum

Studying Business/Marketing and Enterprise is important for students at OAW, as we believe that it develops a wide range of skills, which students can then relate to real-life experiences.

- Students will develop analytical, evaluative and social skills, which can be transferred to other subjects and real-life experiences.
- Business studies will develop students' communication skills.
- Students will gain a greater understanding of the wider world, such as basic economic principles.
- It allows students to consider the practical application of business concepts.
- Business also helps to develop other important skills, such as numeracy, literacy and ICT.

Students study and complete three mandatory topics:

- Enterprise and marketing concepts
- Design a business proposal
- Market and pitch a business proposal

The first topic underpins the wider learning of the qualification and students will develop essential knowledge of business topics, which will be assessed in a final exam. The knowledge and skills that have been developed in the first topic will then be applied to the other two topics, which are assessed by two pieces of coursework. The first coursework element focuses on the skills needed to design a business proposal and the final coursework element will develop the skills to create a brand identity and promotional plan for their specific business proposals. This final topic requires students to pitch their business proposal to an external 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 Customer Feedback Business Plans</p>

Term 4: March - April	Term 5: April - May	Term 6: June - July
Sources of Capital Functional Areas Business Ownership R065 coursework improvements	Customer Service Promotion Techniques Advertising Methods R065 Coursework first submission	Revision of branding R066 Coursework: Task 1 (create hat brand) Task 1 (discussion of branding methods) Revision of promotion techniques R066 Coursework: Task 1 (promotional objectives) Task 1 (select promotional methods) Task 1 (discuss promotional methods)

Cambridge National (Enterprise and Marketing) Overview - Year 2

Term 1: September - October	Term 2: November - December	Term 3: January - February
Revision of market segmentation and market research. Revision of costs. Exam technique throughout (8 mark, 6 mark and 4 mark questions). GRIT	Revision of sources of capital, functional areas and business ownership. Revision of the business cycle, external factors, customer feedback and business plans. Exam technique throughout (8 mark, 6 mark and 4 mark questions).	January exam R066 Coursework: Task 2 (pitch factors) Task 2 (plan pitch structure) Task 2 (structure outline) Task 2 (pitch script) Task 2 (pitch visual aids)

Term 4: March - April	Term 5: April - May	
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)	R066 Coursework: Task 4 (business proposal review) Final revision for resits.	