



Department	DIGITAL STUDIES (ENTERPRISE AND MARKETING)	
Key Stage	KS4	
Course Level	CAMBRIDGE NATIONAL LEVEL 1/2	
Exam Board	OCR	


Unit Title	Why This Is Important and Why Is It Taught at This Point?
R067: Enterprise and Marketing Concepts	<p>Setting up and running a business enterprise is an exciting challenge which lots of people embark on every day. 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. This unit will provide you with the knowledge and understanding of key enterprise and marketing topics.</p> <p>In this unit students learn how market research gives the entrepreneur an insight into the wants and needs of its customers, so that products and services can be developed to satisfy them. It also complements other competing products and services on the market to ensure a financially viable business. Students also learn how the marketing mix elements must be carefully blended to enhance business performance as well as examining each element individually and explore the decisions that an entrepreneur needs to make. Students will learn about the types of ownership for an enterprise and sources of capital available. Running a successful enterprise can be tough, but there is a lot of support available, which will be investigated so that learners can understand how to obtain timely and appropriate guidance.</p>

Dates Delivered	Unit Title	End Points	Substantive Knowledge What will they learn about in this topic?	Disciplinary Knowledge What subject concepts will be developed through this topic?	Assessment Method	Key Course Guides & Reading
Year 9 Autumn & Spring	R067	<p>Students will have developed the knowledge and skills necessary to research business ideas, successfully market a product or service and calculate financial viability.</p> <p>Students will also understand how businesses are funded and where businesses can access support and advice.</p>	<p>Characteristics, risks, and reward for enterprise</p> <p>Market research to target a specific customer</p> <p>What makes a product financially viable</p> <p>Creating a marketing mix to support a product</p> <p>Factors to consider when starting up and running an enterprise</p>	<p>Recall and apply knowledge and understanding of enterprise and marketing concepts</p> <p>Analyse and evaluate knowledge, understanding and performance</p> <p>Demonstrate and apply skills and processes relevant to enterprise and marketing</p>	<p>Exam 1hr 15 minutes</p> <p>Section A – 10 multiple choice questions</p> <p>Section B – short/medium answer questions</p> <p>Worth 40% of overall grade</p>	<p>Cambridge National in Enterprise and Marketing Student Book</p> <p>Level 1/Level 2 Cambridge National in Enterprise &amp; Marketing (J837): Second Edition</p>

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R068: Design a business proposal	Creating a new product is an exciting challenge. If you want your product to make a profit, then it must meet customer needs but also stand out from similar products that are on the market. This unit will provide students with the skills and knowledge to design a product proposal to meet a business brief. In this unit students will learn how to develop market research tools and use these to complete your market research. They will use their research findings to decide who their customers will be, create a design mix and produce product design ideas. Students will complete financial calculations to determine whether the proposal is likely to make a profit, and then use the evidence you have generated to decide whether they think that your new product is likely to be financially viable. On completion of this unit, you will have gained some of the essential skills and knowledge needed if you want to start a business, but also the transferable skills of creativity, self-assessment, providing and receiving feedback, research and evaluation

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Year 9 Summer  Year 10 Autumn 1 & 2 Spring 1	R068	Students will use market research and creative techniques to produce a product design for a specific target customer profile.  Students will use their learning from R067 to assess the financial viability of the product design they have produced.	Market research  How to identify a customer profile  Developing a product proposal  Reviewing whether a business proposal is financially viable  Reviewing the likely success of the business proposal	Recall and apply knowledge and understanding of enterprise and marketing concepts  Analyse and evaluate knowledge, understanding and performance  Demonstrate and apply skills and processes relevant to enterprise and marketing	Non-examined assessment (coursework)  Worth 30% of overall grade	Cambridge National in Enterprise and Marketing Student Book  Level 1/Level 2 Cambridge National in Enterprise & Marketing (J837): Second Edition

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R069: Market and pitch a business proposal	Having completed a business proposal as part of the R065 Coursework unit, students are now asked to develop a brand for the proposal, make recommendations for its marketing and prepare a pitch to present to a decision-making panel which includes delegates from an established business. The pitch must be delivered to 'sell' the idea to the panel in a way that persuades them that they should stock your hat design. This unit is a culmination of the learning for the R064 Exam unit and the R065 Coursework unit whereby the business proposal was researched and developed.

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Y11 Autumn 1	R069	<p>Students will take the product designed from the previous unit and develop a brand identity and suitable promotional plan.</p> <p>Students will develop a business pitch for the product and then deliver the pitch to an audience.</p> <p>Students will then review their pitching skills and the overall viability of the business proposal, using skills acquired from all three units.</p>	<p>Developing a brand identity to target a specific customer profile</p> <p>Developing a promotional plan to target a specific customer profile</p> <p>Developing a pitch for a business proposal</p> <p>Pitching a business proposal to an audience</p> <p>Developing a proposal for a business challenge:</p> <ul style="list-style-type: none"> <li>Carrying out a review of pitching skills</li> <li>Carrying out a review of the business proposal</li> </ul>	<p>Recall, select and apply knowledge and understanding of Enterprise and Marketing</p> <p>Present information clearly and with accuracy, using a range of terminology</p> <p>Apply knowledge, understanding and skills in a range of situations to plan and carry out investigations and tasks, testing solutions, and working safely</p> <p>Review evidence available, analysing and evaluating information</p>	Non-examined assessment (coursework) – worth 25% of overall grade	Cambridge National Level 1/2 Enterprise and Marketing Student Textbook