

OCR Cambridge Nationals in Enterprise and Marketing Year 10 Curriculum Overview

What is the Year 10 Enterprise + Marketing curriculum aiming to achieve?		
What do we want our Year 10 Enterprise and Marketing to be like?	How are we building on prior learning?	How can parents/carers support their child's learning?
<ul style="list-style-type: none"> To have students who are: Resilient and Confident learners Developed Extended Writing strategies Numerate and comfortable using a range of formula Inquisitive Problem Solvers 	<ul style="list-style-type: none"> Enterprise and Marketing is a new course in Year 10, however, there will be similar skills developed in KS3 such as: Oral Literacy Extended Writing Strategies Develop numeracy 	<ul style="list-style-type: none"> Encourage students to use GCSE Pod outside of lesson and to develop examination technique using the BLT approach in their home learning. Support students with coursework tasks especially around deadlines. Talk to students about the Business World and encourage students to engage in information about the UK economy and world economy.

How are we organising the Year 10 Enterprise and Marketing curriculum?						
	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topics	Unit R064 LO1 and Unit R065 LO1 (Task 1 Part A+B)	Unit R064 and Unit R065 LO2: Task 2 Part A - Market Research: Purposes, Types + Sampling Task2 Part B – Own research	R065 LO3: Coursework Task 3 Part A+B Designing a Product Unit R064 LO2 – Marketing Mix	Unit R064 LO2 – Marketing Mix Unit R064 LO3: Sources of Finance + Cash Flow Unit R064 LO6: Functional Areas	Unit R064 LO6: Functional Areas Business Ownership Unit R064 LO1-6 Review	R065 LO4: Introduction to Costs, Revenue, Break-even and Profit.
Threshold Concepts	RO64 LO1: Understand how to target a market RO65 LO1: Be able to identify the customer profile for a business challenge	RO65 LO2: Be able to complete market research to aid decisions relating to a business challenge	RO65 LO3: Be able to develop a design proposal for a business challenge RO64 LO3: Understand what makes a product or service financially viable	RO64 LO3: Understand product development RO64 LO4: Understand how to attract and retain customers	RO64 LO5: Understand factors for consideration when starting up a business RO64 LO6: Functional Areas	RO65 LO4: Be able to review whether a business proposal is viable
Skills	<ul style="list-style-type: none"> Resilience Confidence Extended Writing Strategies Numeracy 	<ul style="list-style-type: none"> Resilience Confidence Extended Writing Strategies Numeracy 	<ul style="list-style-type: none"> Resilience Confidence Extended Writing Strategies Numeracy 	<ul style="list-style-type: none"> Resilience Confidence Extended Writing Strategies Numeracy 	<ul style="list-style-type: none"> Resilience Confidence Extended Writing Strategies Numeracy 	<ul style="list-style-type: none"> Resilience Confidence Extended Writing Strategies Numeracy
Enrichment within the curriculum	Post Covid - Students will have the opportunity to listen to guest speakers from the Business World across the Enterprise + Marketing course. Students will be able to engage in enterprise activities as well as learning how Businesses operate from a variety of different videos.					
Cross curricular links	Enterprise + Marketing curriculum makes links to a number of different subjects that students will study from other departments. Some examples of links are noted below: <ul style="list-style-type: none"> Mathematics: the use of data figure to come to judgements and illustration of statistics (Market Research) Geography: the use of statistics to justify Market choices English: reading, writing - especially for extended written responses Psychology: consumer behaviour Sociology: trends in society 					
Extra-curricular opportunities	Enterprise + Marketing students are encouraged to watch TV programmes such as The Apprentice and Dragon's Den. This is to help the students to become more aware of the world around them.					

What are the intended outcomes of the Year 10 Enterprise and Marketing curriculum?

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Opportunities to show progress (Assessments)	Knowledge tests, Exam Questions based on 1, 3, 6, and 8 mark questions using command words. Unit R065 coursework Tasks	Knowledge tests, Exam Questions based on 1, 3, 6, and 8 mark questions using command words. Unit R065 coursework Tasks	Knowledge tests, Exam Questions based on 1, 3, 6, and 8 mark questions using command words. Unit R065 coursework Tasks	Knowledge tests, Exam Questions based on 1, 3, 6, and 8 mark questions using command words. Unit R065 coursework Tasks	Knowledge tests, Exam Questions based on 1, 3, 6, and 8 mark questions using command words. Unit R064 Examination	Unit R065 Coursework Tasks
Impact on personal development (SMSC)	Through the studies of ethics, students are able to learn about respecting the faiths, feelings and values of other countries and cultures. Students will be able to share opinions and reflect on sensitive and contentious issues such as child labour, global climate change and exploitation of developing counties. Students will be encouraged to make difficult moral decisions based on a range of ethical themes, including appropriate target markets, use of materials and plastics.					
Preparation for the next stage of education	In year 10, we introduce GCSE style assessment questions, concepts, key vocabulary and command words. This is where we introduce the BLT approach to exam questions that develops context, balance, analysis and evaluation. We also develop resilience, independence, confidence and oral literacy by creating activities that incorporate DIRT responses. Also, the coursework helps develop time management skills. This helps students to choose between Vocational Business Course and A Level Economics.					