

# OCR Cambridge Nationals in Enterprise and Marketing Year 11 Curriculum Overview

What is the Year 11 Enterprise + Marketing curriculum aiming to achieve?		
What do we want our Year 10 Enterprise and Marketing to be like?	What do we want our Year 10 Enterprise and Marketing to be like?	What do we want our Year 10 Enterprise and Marketing to be like?
<ul style="list-style-type: none"> <li>To have students who are:</li> <li>Resilient and Confident learners</li> <li>Developed Extended Writing strategies</li> <li>Numerate and comfortable using a range of formula</li> <li>Inquisitive Problem Solvers</li> </ul>	<ul style="list-style-type: none"> <li>To have students who are:</li> <li>Resilient and Confident learners</li> <li>Developed Extended Writing strategies</li> <li>Numerate and comfortable using a range of formula</li> <li>Inquisitive Problem Solvers</li> </ul>	<ul style="list-style-type: none"> <li>To have students who are:</li> <li>Resilient and Confident learners</li> <li>Developed Extended Writing strategies</li> <li>Numerate and comfortable using a range of formula</li> <li>Inquisitive Problem Solvers</li> </ul>

How are we organising the Year 11 Enterprise + Marketing curriculum?						
	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topics	R065 LO3: Coursework Task 3 Part A+B Designing a Product: Design a business proposal	R065 LO4: Introduction to Costs, Revenue, Break-even and Profit.	R066 LO1: Branding, Brand Identity, Methods of Branding and Promotional Plan	R066 LO2+3: Preparing for and presenting a pitch in terms of personal appearance and promotional proposal based on design from R065.	R066 LO4: Review of Pitch in terms of presentation skills and pitch proposal including	Course Completed
Threshold Concepts	R065 LO3: Be able to develop a design proposal for a business challenge	R065 LO4: Be able to review whether a business proposal is viable	R066 LO1: Be able to develop a brand identity and promotional plan to target a customer profile	R066 LO2: Be able to plan a pitch for a proposal R066 LO3: Be able to pitch a proposal to an audience	R066 LO4: Be able to review the strengths and weaknesses of a proposal and pitch	
Skills	<ul style="list-style-type: none"> <li>Resilience</li> <li>Confidence</li> <li>Extended Writing Strategies</li> <li>Numeracy</li> </ul>	<ul style="list-style-type: none"> <li>Resilience</li> <li>Confidence</li> <li>Extended Writing Strategies</li> <li>Numeracy</li> </ul>	<ul style="list-style-type: none"> <li>Resilience</li> <li>Confidence</li> <li>Extended Writing Strategies</li> <li>Numeracy</li> </ul>	<ul style="list-style-type: none"> <li>Resilience</li> <li>Confidence</li> <li>Extended Writing Strategies</li> <li>Numeracy</li> </ul>	<ul style="list-style-type: none"> <li>Resilience</li> <li>Confidence</li> <li>Extended Writing Strategies</li> <li>Numeracy</li> </ul>	
Enrichment within the curriculum	Post Covid - Students will have the opportunity to listen to guest speakers from the Business World across the GCSE 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	The Business & Economic curriculum makes links to a number of different subjects that students will study from other departments. Some examples of links are noted below: <b>Mathematics:</b> the use of data figure to come to judgements and illustration of statistics, both qualitative and quantitative. <b>Geography:</b> the link between globalisation and the impact on businesses and local people <b>English:</b> reading, writing and oral literacy - especially for extended written responses and preparing for a pitch presentation <b>Psychology:</b> consumer behaviour <b>Sociology:</b> trends in society					
Extra-curricular opportunities	Business 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 and to see how businesses prepare pitches for their proposals.					

### What are the intended outcomes of the Year 11 Enterprise and Marketing curriculum?

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Opportunities to show progress (Assessments)	Unit R066 coursework Tasks	Unit R066 coursework Tasks Potential Unit R064 resit opportunity	Unit R066 coursework Tasks	Unit R066 coursework Tasks	Unit R066 coursework Tasks	Completed Course
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 countries. 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. This is where we build upon the ethical aspects of the coursework unit R065, we know make moral judgements based on branding, promotion and Unique Selling Point.					
Preparation for the next stage of education	In year 10, we introduce GCSE style assessment questions, concepts, key vocabulary and command words. The BLT approach to examination questions and coursework tasks are introduced to students in Year 10. This approach develops context, balance, analysis and evaluation. Emotional Literacy strategies are incorporated into feedback points to allow students to take responsibility for their learning. We also develop resilience, independence, confidence and oral literacy by creating activities that incorporate DIRT responses. In addition, the coursework helps develop time management skills. This helps students to choose between Vocational Business Course and A Level Economics.					