**Budmouth Academy**

OCR Cambridge Nationals in Enterprise and Marketing

# Curriculum Statement - VISION

***“Business has to be involving, it’s has to be fun and it has to exercise your creative instincts” -* Richard Branson**.

Within the Business Department at Budmouth we aim to help students understand and engage with the increasingly complex Business world in which we live and to enable them to become informed and confident consumers, employees and entrepreneurs.

# Intent

1. **An engaging and inspiring curriculum:** a curriculum that reflects the demands of a truly modern and evolving business environment**.**
2. **A qualification to develop commercially-minded and enterprising students:** helping them succeed in their chosen pathway and further studies to Edexcel A-Level Business, Edexcel A-Level Economics and OCR Cambridge Technicals Level 3 in Business**.**
3. **A subject that considers the wider picture: d**evelop an appreciation of moral and ethical issues relating to the operations of a business**.**

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# Implementation and delivery of the curriculum

Through effective planning and teaching, we consider that all of our students learn in a variety of ways. We aim to meet the needs of all our students as individuals, scaffolding exam questions to help aid and develop exam technique. Students will carry out group and independent learning tasks, focusing on researching real-life businesses and creating case studies around business topics. Students will investigate past and present successes and failures of businesses, gaining wider knowledge to apply to exam questions. Students will also learn how to work independently on the coursework elements, managing their time in order to create designs and proposals as well as developing their communication skills.

# Impact and Objectives

* This qualification is for learners aged 14-16 who wish to develop applied knowledge and practical skills in enterprise and marketing. It is designed with both practical and theoretical elements, which will prepare students for further study of qualifications in enterprise, marketing or business. For example, learners may progress onto OCR’s Level 3 Certificate in Preparing for a Business Venture, OCR’s Level 3 Cambridge Technicals in Business, Introductory Certificates in Marketing or A Levels in related subjects.
* All learners will study three mandatory topics as follows: • Enterprise and marketing concepts • Design a business proposal • Market and pitch a business proposal What knowledge and skills will the learner develop as part of this qualification and how might these be of use and value in further studies? The first topic underpins the wider learning in this qualification. Learners will develop essential knowledge and understanding of enterprise and marketing concepts, which can be applied to the other units within the qualification.
* Through the first topic learners will understand the main activities that will need to happen to support a start-up business, and what the key factors are to consider when starting up a business.
* In the second topic, learners will develop the skills to design a business proposal to meet a specific business challenge. They will identify a customer profile for a specific product, complete market research to generate product design ideas, and use financial calculations to propose a pricing strategy and determine the viability of their product proposal. The knowledge and skills developed by completing this unit will assist learners in the third topic of this qualification.
* In the third topic, learners will develop the skills to create a brand identity and promotional plan for their specific business product proposal developed in the second topic. They will develop pitching skills in order to pitch their business proposal to an external audience. Finally, they will review their pitching skills and business proposal using their learning, self-assessment and feedback gathered. The knowledge and skills developed by completing this topic will be transferable to further, related learning in areas such as enterprise, marketing or business.