

# Subject Curriculum Information Pack



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# Curriculum Intent



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## **Curriculum statement: GCSE Enterprise and Marketing**

### **Intent**

Enterprise and Marketing encourages students to develop the practical skills and applied knowledge they'll need in the business and enterprise sector. Students put their learning into practice and develop valuable transferable skills, beneficial if they're considering starting up their own enterprise/business.

### **Implementation**

Cambridge National in Enterprise and Marketing will encourage students to:

- understand and apply the fundamental principles and concepts of Enterprise and Marketing including characteristics of successful entrepreneurs, market research, financial viability, the marketing mix and factors to consider when starting up and running an enterprise
- develop learning and practical skills that can be applied to real-life contexts and work situations
- think creatively, innovatively, analytically, logically and critically
- develop independence and confidence in using skills that would be relevant to the business and enterprise sector

The qualification contains practical activities that build on theoretical knowledge so that students can put their learning into practice while also developing valuable transferable skills such as:

- Verbal Communication/Presentation
- Research
- Analytical Skills
- Digital Presentation

Assessments are carried out throughout the year through regular and timely formative assessments in class as well as summative assessments linked to the individual Non-Examined Assessment (NEA) unit of study.

### **Impact**

This qualification also allows students the opportunity to gain broad, transferable skills and experiences that can be applied as they progress into their next stages of study and life and to enhance their preparation for future employment. The course has been designed to progress onto Business at AS Level and/or A Level, and/or the Cambridge Technical in Business.

This qualification will help students to develop:

- entrepreneurial skills and knowledge, which are key to the business and enterprise sector, sole trader skills and knowledge in areas such as e-marketing, creativity, pitching and cost modelling
- a full range of employability and transferable skills including Verbal Communication/Presentation, Research, Problem Solving, Analytical Skills, Digital Presentation Planning and Creative Thinking.

# Year 10 Curriculum Assessment Map



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## Curriculum Assessment Map: Year 10 Enterprise and Marketing

	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
<b>Topic</b>	Market research	Customer profiling and market segmentation	Financing viability	Risks and challenges	Marketing mix and branding	PR and pricing
<b>Key Learning &amp; Skills</b>	<ul style="list-style-type: none"> <li>- An introduction to market research</li> <li>- Understanding the difference between primary and secondary market research methods</li> <li>- Market research sampling methods</li> <li>- Using research tools</li> <li>- Review market research outcomes and analysing data</li> </ul>	<ul style="list-style-type: none"> <li>- Understand market segmentation</li> <li>- Identify a customer profile based on segmentation strategies</li> <li>- Design a product based on customer's needs and wants</li> <li>- Create a design mix</li> <li>- Review and finalise a design</li> </ul>	Understanding financing terminology: <ul style="list-style-type: none"> <li>- Costing</li> <li>- Revenue</li> <li>- Profit and loss</li> <li>- Break-even</li> <li>- Cash flow</li> </ul>	Understanding how an entrepreneur takes risks and strategies to enable them to cope with the challenges they may face	<ul style="list-style-type: none"> <li>- Identifying the different advertising medium</li> <li>- Promotion and how to use the 4 P's</li> <li>- SWOT analysis and the opportunities and threats to a business</li> </ul>	<ul style="list-style-type: none"> <li>- What is PR?</li> <li>- How to sell</li> <li>- Product lifecycle</li> <li>- Pricing strategies</li> <li>- Promotional plan and materials</li> </ul>
<b>End points</b>	Students to have completed <b>NEA Task 1 RO68</b> and continue building on revision with core knowledge <b>RO67 Task 2</b>	Students to have completed <b>NEA Task 2 and started Task 3 RO68</b> and continue building on revision with core knowledge.	Students to have completed <b>NEA Task 3 and 4 RO68</b> and continue building on revision with core knowledge <b>RO67 Task 3</b>	Students to have completed all of <b>NEA RO68 unit and final teacher assessment</b>	Students to have completed <b>NEA Task 1 RO69</b> and continue building on revision with core knowledge <b>RO67 Task 4</b>	Students to have completed <b>NEA Task 2 RO69</b> and continue building on revision with core knowledge <b>RO67 Task 4</b>
<b>Informal (formative) Assessment</b>	Starters and plenaries, paired work, GRIT tasks and verbal feedback, practice questions					
<b>Formal (summative) Assessment</b>	<ul style="list-style-type: none"> <li>- Topic tests and past papers- RO67- Year 10 end of year summer mock</li> <li>- Completion of NEA RO68</li> <li>- Start of RO69</li> </ul>					

# Year 11 Curriculum Assessment Map



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# Curriculum Assessment Map: Year 11 Enterprise and Marketing

	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1
<b>Topic</b>	Customer Feedback/ Financial Viability	Branding methods	Prepare for the sales pitch and review others	Exam preparation- Enterprise and marketing concepts	
<b>Key Learning &amp; Skills</b>	<p>The final written assignment investigating the market place and creating, developing and amending design ideas for the hat based on customer feedback. Develop your self-assessment, collaborative working, creativity, numeracy, research and evaluative skills.</p> <p>Financial viability of the business. Calculate the unit cost, breakeven point, the profit, and any losses</p>	<p><b>Introduction to RO66 Market and pitch a business proposal</b> Prepare for and pitch the business proposal that you developed in RO65 unit. Develop a brand identity and investigate how best to promote your product.</p>	<p>Review both your performance and your business proposal. This will help develop your analysis and self-evaluative skills as well as those relating to self-presentation. You will also review another student's performance and record your thoughts.</p>	<p><b>RO64- Exam Preparation Enterprise and marketing concepts</b></p> <p>Explore the techniques businesses use to understand their market and develop products, investigate what makes a product viable and understand how businesses attract and retain customers.</p> <p>Exam preparation skills to include exam techniques, model answers, retrieval of key terminology.</p>	
<b>End points</b>	Completion of NEA RO65 unit Tasks 1-5 Final teacher assessment. Continue building on revision with core knowledge.	Students to have completed NEA Task 1,2 and started Task 3 RO66 and continue building on revision with core knowledge.	Students to have completed NEA Task 3 and 4 RO68 and continue building on revision with core knowledge.	NEA RO66 unit submitted to the exam board for moderation  RO64 Past exam papers	RO64 Past exam papers and understanding mark schemes
<b>Informal (formative) Assessment</b>	Exam practise during lesson time. Verbal feedback and questioning every lesson.	Exam practise during lesson time. Verbal feedback and questioning every lesson.	Exam practise during lesson time. Verbal feedback and questioning every lesson.	Cold calling, spelling tests. Verbal feedback and questioning every lesson.	Cold calling, spelling tests. Verbal feedback and questioning every lesson.
<b>Formal (summative) Assessment</b>	NEA RO65 final submission	NEA RO66 written work and written examination mock	NEA RO66 final submission	RO64 Written examination past papers	



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