

Business - Enterprise and Marketing

We want to empower our students to develop a complete business plan from conception with the skills needed to research and develop a product, create a financial plan to assess the products viability, create a marketing strategy that they will present to key stake holders, such as investors and customers, to convince them that their product is viable and desirable.

Our curriculum will develop confident individuals who are willing to take risks, be well organised and have good communication skills - all core competencies of being a successful entrepreneur. The Cambridge National in Enterprise and Marketing offers the direct hands-on experience of this process, we want students to feel they have the skills to setup their own successful business and become the next top British entrepreneur.

OCR Nationals in Enterprise and Marketing

		Year 1		Year 2			
Term 1	Week 1	RO65 LO1: Be able to identify the customer profile for a business challenge	RO64 LO1: Understand how to target a market	W1	RO66 LO4 : Be able to review the strengths and weaknesses of a proposal and pitch	RO64 LO5: Understand factors for consideration when starting up a business	
	W2						
	W3						
	W4						
	W5	RO65 LO2: Be able to complete market research to aid decisions relating to a business challenge					
	W6						
	W7						
	Term 2	W1			W1	R065/66 - Students acting on feedback	
		W2					
		W3					
		W4					
		W5					
		W6					
		W7					
	Term 3	W1	RO65 LO3: Be able to develop a design proposal for a business challenge	RO64 LO3: Understand product development	W1		R064 LO6: Understand different functional activities needed to support a business startup
		W2					
		W3					
		W4					
		W5					
		W6					
	Term 4	W1	RO65 LO4: Be able to review whether a business proposal is viable	RO64 LO2: Understand what makes a product or service financially viable	W1	Differentiated, either exam support or coursework support based on results	
		W2					
		W3					
		W4					
		W5					
	Term 5	W1	RO66 LO1: Be able to develop a brand identity and promotional plan to target a customer profile	RO64 LO4: Understand how to attract and retain customers	W1	NEA deadline	Exam resits
		W2					
		W3					
W4							
W5		RO66 LO2: Be able to plan a pitch for a proposal					
W6		RO66 LO3: Be able to pitch a proposal to an audience					
Term 6	W1		Mock Exam, Revision, Re-Teach				
	W2						
	W3						
	W4						
	W5			PITCH			
	W6						