

Business studies

Subject intent:

Our curriculum develops confident individuals who are willing to take risks, be well organised and have good communication skills -all core competencies of being a successful entrepreneur. 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. 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.

KS4 specification:

OCR Cambridge Nationals Enterprise and Marketing

<https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-1819/>

<https://www.ocr.org.uk/Images/338513-specification.pdf>

KS4 curriculum plan:

Year 1 (year 10)				Year 2 (year 11)			
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	Term 1	W1	R066 LO4 : Be able to review the strengths and weaknesses of a proposal and pitch	R064 LO5: Understand factors for consideration when starting up a business
	W2				W2		
	W3				W3		
	W4				W4		
	W5	RO65 LO2: Be able to complete market research to aid decisions relating to a business challenge			W5	R065/66 - Students acting on feedback	
	W6				W6		
	W7				W7		
Term 2	W1	RO65 LO3: Be able to develop a design proposal for a business challenge	RO64 LO3: Understand product development	Term 2	W1		Mock, re-teach
	W2				W2		
	W3				W3		
	W4				W4		
	W5				W5		
	W6				W6		
	W7				W7		
Term 3	W1	RO65 LO3: Be able to develop a design proposal for a business challenge	RO64 LO3: Understand product development	Term 3	W1	R064 LO6: Understand different functional activities needed to support a business startup	
	W2				W2		
	W3				W3		
	W4				W4		
	W5				W5		

Term 4	W6			
	W1	RO65 LO4: Be able to review whether a business proposal is viable	R064 LO2: Understand what makes a product or service financially viable	
	W2			
	W3			
	W4			
	W5			
Term 5	W1	RO66 LO1: Be able to develop a brand identity and promotional plan to target a customer profile	R064 LO4: Understand how to attract and retain customers	
	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			

Term 4	W6		
	W1	Differentiated, either exam support or coursework support based on results	
	W2		
	W3		
	W4		
	W5		
Term 5	W1	NEA deadline	Exam resits
	W2		
	W3		
	W4		
	W5		
	W6		