



Business Studies Curriculum Statement

Aims (INTENT)

The Aim of the Enterprise and Marketing OCR National is 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

Students will develop their learning through the study of three topics:

The first unit **Enterprise and Marketing concepts** 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, **Design a Business proposal**, 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, **Market and pitch a business proposal**, 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.

Teaching and Learning (IMPLEMENTATION)

- There are regular formative and summative assessments, which provide key opportunities for feedback to inform students of their next steps in learning.
- We impart knowledge to provide a relevant context to study and understand the actions of important enterprise and marketing concepts.
- Students are taught how to use enterprise and marketing vocabulary, which is appropriate and accurate.
- We employ a range of metacognitive and cognitive strategies to meet the learning demands of the curriculum.
- 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.
- Learners will attain the skills and knowledge to design a product proposal to meet a business challenge scenario. Learners will be able to identify a customer profile for their own product design, develop market research tools and use these to complete market research for their product.
- Learners will know how to use a combination of branding and promotional methods that complement each other and appeal to a specific customer profile. They will gain the crucial skills of professionally pitching to an unknown audience. This will help to prepare them both for employment situations such as interviews and for starting up a business in the future, while also developing the transferable skill of presenting information to others in a clear and persuasive manner.

Outcomes (IMPACT)

- Students will have acquired the knowledge, skills and understanding in Enterprise and marketing to ensure that they enjoy and make good progress in their learning.
- Data tracking in each academic year will identify progress of individual learners and key groups and will trigger appropriate interventions if required.

- Detailed analysis of our OCR National course will inform future planning, teaching and learning.
- Annual departmental reviews, including work scrutiny, will establish strengths and weaknesses leading to RAG-rated departmental development plans.
- Monitoring 'engagement in learning' outcomes will reveal students' attitude and motivation towards their learning as being good or better
- Regular reflection on the appropriateness of the curriculum will ensure teaching, learning and assessment is appropriate and challenging.