

<b>Course information</b>			
<b>Year: Key Stage 4 Subject: Business Studies</b>			
<b>Subject</b>	Marketing and Enterprise	<b>Subject Lead contact information</b>	Miss H Gisbourne hgisbourne@cottesloe.bucks.sch.uk
<b>Examination Board</b>	OCR	<b>Specification Code</b>	Cambridge Nationals Enterprise and Marketing Level 1/2 Certificate - J819
<b>Subject Content:</b>			
<p>The first topic underpins the wider learning in this qualification. Learners develop essential knowledge and understanding of enterprise and marketing concepts, which can be applied to the other units within the qualification. (Exam)</p> <p>In the second topic, learners develop the skills needed to design a business proposal to meet a specific business challenge. They 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. (Coursework)</p> <p>In the final topic, learners develop the skills needed to create a brand identity and promotional plan for their specific business product proposal developed in the second topic. They develop pitching skills in order to introduce their business proposal to an external audience. (Coursework)</p>			
<b>Assessment Details:</b>			
<p>Students will be assessed on each task of coursework formally and provided with feedback to assist them to improve.</p> <p>To be successful students will need to be able to:</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• How and why market segmentation is used and how to target a customer market.</li> <li>• Develop an understanding of how to attract and retain customers, the techniques to use when developing products and how to investigate what makes a product viable.</li> <li>• Analysis and Evaluation of scenario-based questions.</li> <li>• Identify a customer profile for their own product design, develop market research tools and use these to complete market research for their product.</li> <li>• Assess strengths and weaknesses and work collaboratively with peers to gain feedback to inform final design decisions.</li> <li>• Complete financial calculations to select a pricing strategy and determine whether their proposal is viable.</li> <li>• Pitch their product proposal to an external audience after completing a practice pitch, and complete a review of both their pitching skills and product proposal, using their learning from this qualification, self-assessment and feedback generated.</li> </ul> <p>Coursework is worth 60% of the GCSE Exam is worth 40% of the GCSE</p>			
<b>What can I do to support my child at home?</b>			
<p>Share your real-world experiences in business. Ask what topic they are studying and possibly demonstrate how you or your workplace applies it. This will really help them to contextualise.</p> <p>Encourage your budding Entrepreneur to watch the news, read business blogs, find out how some of the best-known current talent started and where they are now, how did they get there?</p> <p>Please support with the importance of investing time in both units of coursework outside of the classroom.</p>			
<b>Recommended resources for the course:</b>			
<p><b>Websites:</b> Tutor2U, beebusinessbee &amp; BBC Bitesize.</p> <p><b>Books:</b> OCR Cambridge National Enterprise &amp; Marketing level 1/2 Certificate Student Book. My Revision Notes: Cambridge National Level 1/2 Enterprise and Marketing.</p>			
<b>Teaching Staff Contact Details</b>			
<b>Name</b>	<b>Role</b>	<b>Email</b>	<b>Tel</b>
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