

Course information			
Year: 9		Subject: Business Studies	
Subject	Marketing and Enterprise	Subject Lead contact information	Miss H Gisbourne hgisbourne@cottesloe.bucks.sch.uk
Examination Board	OCR	Specification Code	Cambridge Nationals Enterprise and Marketing Level 1/2 Certificate - J819
Subject Content: Enterprise and Entrepreneurship Purpose of Business Aims and Objectives Business Finance Risks and Rewards Business plan Business Ownership Running your own Enterprise			
Assessment Details:			
Students will be assessed on each topic through a mixture of formal assessment and application-based tasks. To be successful students will need to be able to:			
<ul style="list-style-type: none"> • Understand how the business environment is dynamic and ever changing, therefore stay up to date on topical business matters. • Be creative with designs while also taking into consideration the viability of ideas. • Justify all decisions they make, using supporting evidence that is both relevant and recent. • Use a range of business terminology for the correct purpose. 			
What can I do to support my child at home?			
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. 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?			
Recommended resources for the course:			
Websites: Tutor2U, beebusinessbee & BBC Bitesize. Books: OCR Cambridge National Enterprise & Marketing level 1/2 Certificate Student Book.			
Teaching Staff Contact Details			
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