

	<p>Intent: In year 11 students will study 2 Topic Areas from the R067 Unit: Enterprise and Marketing Concepts, along with completing the NEA unit R069 Unit: Market and Pitch a Business Proposal. The theory covered in R067 introduces students to the various forms of business ownership. They will be able to apply the knowledge learnt to advise business owners on how to set up the business and the benefits and drawbacks of each form of ownership. They will continually build their knowledge and understanding as they learn the key concepts of Enterprise and Marketing. This knowledge will be interleaved with key information relevant to each topic, using keywords and concepts, alongside a study of knowledge which is transferable and relevant to NEA element of the course. A range of exam technique skills will be consolidated with repeated practice, focusing on calculations, multiple-choice, short-answer and extended-writing questions. Unit R069 will provide Students with the skills and knowledge to create a brand identity and promotional plan for their product proposal, developed in Unit R068. They will be able to pitch their product proposal to an 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. By completing this unit, students will know how to use a combination of branding and promotional methods that complement each other and appeal to a specific customer profile.</p>					
<p>Enterprise and Marketing Level 1/2 Certificate</p>						
<p>Year 11</p>	<p>R067 Unit: Enterprise and Marketing Concepts</p>			<p>R069 Unit: Market and Pitch a Business Proposal</p>		
	<p>TA1: Factors to consider when starting up and running a business enterprise (Jan to Feb)</p>	<p>Exam preparation and revision (March to May)</p>	<p>TA1: Develop a brand identity to target a specific customer profile (Sept to Oct)</p>	<p>TA2: Create a promotional campaign for a brand and product (Sept to Oct)</p>	<p>TA3: Plan and pitch a proposal (Nov)</p>	<p>TA4: Review a brand proposal, promotional campaign and professional pitch (Dec)</p>
<p>Knowledge (facts, information, concepts and key terminology)</p>	<p>To include: Business ownership, sources of finance and support for business enterprises.</p>	<p>Students learning of R067 (TA1 – TA5) is consolidated and application skills focused upon to prepare for examination.</p>	<p>Students will understand how to build a brand identity and will be able to plan brand ideas for a business challenge.</p>	<p>Students will understand how businesses promote a product and will be able to select and justify appropriate promotional methods.</p>	<p>Students will use and develop personal and presentation skills to deliver a professional pitch to an external audience.</p>	<p>Students understand the skills needed to review and evaluate the success of their pitch and business proposal. This includes being able to recommend future developments/ recommendations for further refinement of a business proposal.</p>
<p>Understanding (ability to connect and synthesise knowledge within a context)</p>	<p>Students will understand that there are various forms of business ownership. They will be able to apply the knowledge learnt to advise business owners on how to set up the business and the benefits and drawbacks of each form of ownership. Students will understand how to apply their knowledge of sources of finance to identify appropriate sources of finance for business start-ups. Students will learn the range of support options available for business enterprises.</p>					
<p>Skills (successful application of knowledge and understanding to a specific task)</p>	<p>Students will be able to;</p> <ul style="list-style-type: none"> Identify, State, Explain Apply knowledge and understanding of business concepts and issues to a variety of contexts Calculate Analyse, Discuss and evaluate business information and issues to demonstrate understanding of business activity, make judgements, draw conclusions and make recommendations 		<p>Students 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.</p>			
<p>Formal Assessments (those done by all/vast majority of the cohort)</p>	<ul style="list-style-type: none"> Written assessment at end of TA5 consisting of questions from previous OCR E&M examinations. To be marked out of 40. L1P to L2D* grading given. Mock Assessment completed in 05 based upon past OCR E&M examination papers. R067 external examination takes place in May of Year 11 contributing towards 40% of the students' final grade. 		<p>This controlled assessment unit will be based around a business challenge that will be set by OCR as part of an OCR-set assignment. Learners must use the OCR-set assignment to provide the required evidence for completion of this unit. This unit is based on content taught in Year 10 and 11 (unit R067). Students must work independently to produce evidence without teacher guidance. The controlled assessment is completed over a period of 30 learning hours for unit R069. The teacher grades awarded for each unit will be externally moderated by OCR. This controlled assessment unit accounts for 30% of the students' final grade.</p>			

By the end of the year students on course for at least a Level 2 Pass (4/5) will be able to:

- Recall, select and apply sound knowledge and understanding of enterprise and marketing
- Present information clearly and with some accuracy, using a range of terminology
- Apply mostly relevant knowledge, understanding and skills in a range of situations to plan and carry out investigations and tasks, reviewing their solutions, and working safely
- Review evidence available, analysing and evaluating some information clearly and making some basic adaptations to their methods
- Make judgements and draw appropriate conclusions
- Create material which reflects effective planning, development and evaluation and an ability to demonstrate sound practical skills.