

	<p>In year 11 students will finish NEA Unit R069: Market and Pitch a Business Proposal, which 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. Students will then study the five Topic Areas from the R067 Unit: Enterprise and Marketing Concepts. The theory covered in R067 introduces students to 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. Students will understand how and why customer segmentation is used and how to target a customer market. They will also 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. They will continually build their knowledge and understanding as they learn the key concepts of Enterprise and Marketing. A range of exam technique skills will be developed throughout each topic with repeated practice, starting with shorter 2 and 3 mark responses, building to 8 mark answers. Answers will be fully scaffolded to start with and students will be shown examples of successful responses to help them build towards writing their own structured responses. Assessments in Year 11 are completed at the end of each R067 Topic Area to allow students to develop their exam technique accurately. Each assessment is used to inform future learning in the next topic, allowing teachers to gauge which concepts will need further development through exam technique work.</p>							
<b>Enterprise and Marketing Level 1/2 Certificate</b>								
<b>Year 11</b>	<b>R069 Unit: Market and Pitch a Business Proposal</b>		<b>R067 Unit: Enterprise and Marketing Concepts</b>					
	TA3: Plan and pitch a proposal (Sept to Nov)	TA4: Review a brand proposal, promotional campaign and professional pitch (Sept to Nov)	TA1: Entrepreneurial characteristics; risk and reward (Nov)	TA2: Market research; to target a specific customer (Dec)	TA3: What makes a product financially viable (Jan)	TA4: Creating a marketing mix to support a product (Feb to March)	TA5: Factors to consider when starting up and running a business enterprise (March to April)	Exam preparation and revision (April to May)
<b>Knowledge</b> (facts, information, concepts and key terminology)	Students will use and develop personal and presentation skills to deliver a professional pitch to an external audience.	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.	To include: Characteristics of successful entrepreneurs, potential rewards for risk taking and potential drawbacks for risk taking	To include: Understanding customer needs, market segmentation, primary market research, secondary market research and the purpose and benefits of market research.	To include: Types of costs (fixed and variable), calculating revenue, calculating profit, break-even and the importance of cash.	To include: The marketing mix (price, place, product and promotion), Types of advertising and sales promotion techniques, public relations and the product lifecycle.	To include: Business ownership, sources of finance and support for business enterprises.	Students learning of R067 (TA1 – TA5) is consolidated and application skills focused upon to prepare for examination.
<b>Understanding</b> (ability to connect and synthesise knowledge within a context)			Through the context of market segmentation and market research students will understand why business undertake different types of market research. They will understand the methods used by businesses to segment a market and why business need to understand the needs of their customers. Students will develop the understanding of how to interpret market research data in order to make informed business decisions.	Students will understand why businesses need to use calculations of profit and loss to measure success. They will understand how to apply their knowledge of costs to calculate a businesses total costs. Students will develop the understanding of how to calculate and interpret breakeven point in order to make informed business decisions.	In the topic of understanding product development, students will understand how product development is affected by the external factors, such as economic, legal and technological factors. They will understand how to extend the product lifecycle by applying their knowledge of extension strategies and understand how and why marketing decisions are made.	Students will learn the importance of the product lifecycle and how to extend the product lifecycle. Through the context of attracting and retaining customers. They will understand the range of advertising methods and sales promotions used by business and will understand how and why marketing decisions are made.	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.	

<b>Skills</b> (successful application of knowledge and understanding to a specific task)	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.	Students will be able to; <ul style="list-style-type: none"><li>• Identify, State, Explain</li><li>• Apply knowledge and understanding of business concepts and issues to a variety of contexts</li><li>• Calculate</li><li>• Analyse, Discuss and evaluate business information and issues to demonstrate understanding of business activity, make judgements, draw conclusions and make recommendations</li></ul>
<b>Formal Assessments</b> (those done by all/vast majority of the cohort)	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 the NEA Unit R068. 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. <b>This controlled assessment unit accounts for 30% of the students’ final grade.</b>	<ul style="list-style-type: none"><li>• Written assessment at end of each Topic Area (unit) consisting of questions from previous OCR E&amp;M examinations. To be marked out of 40. L1P to L2D* grading given.</li><li>• Mock Assessment completed in April based upon past OCR E&amp;M examination papers.</li><li>• <b>R067 external examination takes place in May of Year 11 contributing towards 40% of the students’ final grade.</b></li></ul>
By the end of the year students on course for at least a Level 2 Pass (4/5) will be able to:		
<ul style="list-style-type: none"><li>• Recall, select and apply sound knowledge and understanding of enterprise and marketing</li><li>• Present information clearly and with some accuracy, using a range of terminology</li><li>• 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</li></ul>	<ul style="list-style-type: none"><li>• Review evidence available, analysing and evaluating some information clearly and making some basic adaptations to their methods</li><li>• Make judgements and draw appropriate conclusions</li><li>• Create material which reflects effective planning, development and evaluation and an ability to demonstrate sound practical skills.</li></ul>	