

Cambridge National: Enterprise and Marketing

Inspiring the Business Leaders of tomorrow

The Business Studies department aims to provide our students with the skills and knowledge required in an ever changing society. We aim to ensure that our students can go out into the dynamic contemporary business world with the attributes necessary to be successful employees and leaders. Business students at Byrchall will be entrepreneurial, independent learners, confident presenters and strong team players with a sound understanding of the world in which they live.

Summary focus areas:

- Determined, Innovative, Entrepreneurs
- Dedicated employees and leaders
- Prepared for the world of work

There are THREE compulsory units on this course:

- R067: Enterprise and marketing concepts - assessed by exam in year 11, studied across both y10 and y11 (70 marks)
- R068: Design a business proposal – project 1 in year 10 (60 marks)
- R069: Market and pitch a business proposal (60 marks)

Note – it is essential students complete the first project in year 10 to a high standard. Students who fail to do this will be required to complete a separate re-sit for a new project in year 11. This will add significant time pressures to the final year of their course.

Autumn	Spring	Summer
An introduction to Business theory (R067)	Coursework 1 (R068) Design a business proposal	Coursework 1 (R068) and project 2 theory (R069)

- Students will be required to complete one 60-minute piece of homework every week.
- Homework will consist of a variety of different tasks, for example: revision, spelling/definitions, research tasks, exam questions and real world application/newspaper reports.

Unit	Duration (lessons)	Learning Objectives/Outcomes
An introduction to business (R067)	4 5	<p>The first half term will provide students with a basic understanding into business theories and concepts. This will be required prior to them attempting the two coursework projects accounting for 120 marks of their final grade.</p> <p>Enterprise and marketing concepts</p> <p>In this unit, students will learn:</p> <ul style="list-style-type: none"> • How market research gives an entrepreneur an insight into the wants and needs of their customers, so that products and services can be developed to satisfy them. It also complements other competing products and services on the market to ensure a financially viable business. • Students will learn how the marketing mix elements must be carefully blended to enhance business performance. • They will examine each element individually and explore the decisions that an entrepreneur needs to make. • They will learn about the types of ownership for an enterprise and sources of capital available. • Running a successful enterprise can be tough, but there is a lot of support available, which students will learn about so that they can understand how to obtain timely and appropriate guidance.
R068 Coursework prep and completion	4 5	<p>R068: Design a business proposal</p> <p>In this unit, students will learn how to develop market research tools and use these to complete market research.</p> <p>They will use their research findings to decide who their customers will be, create a design mix and produce product design ideas. To help decide on the final design, students will gain feedback and then assess the strengths and weaknesses of their initial ideas. They will complete financial calculations to determine whether the proposal is likely to make a profit.</p> <p>They will use the evidence generated to decide whether they think that the new product is likely to be financially viable.</p> <p>On completion of this unit, students will have gained some of the essential skills and knowledge needed if they want to start a business, but also the transferable skills of creativity, self-assessment, providing and receiving feedback, research and evaluation.</p> <p>The skills and knowledge developed from this unit will also be transferable to further learning in and when completing unit R069 Market and pitch a business proposal.</p> <p>This year's externally set coursework assignment involves researching, designing and marketing rucksacks for a target audience of their choice.</p>