

Year 11 Business Spring Overview

The business course *Cambridge National in Enterprise and Marketing* is made up for 3 compulsory units. R064 which is worth 50% and an examined unit, R065 and R066 are both coursework units and each worth 25%. Students have completed the first piece of coursework.

Students have currently been learning essential theory ready for their external exam on **Wednesday 13th January 2021**. It will last 1h30 and will be a morning exam. Although this has now been cancelled, we will continue to recap the essential theory until we hear about the summer exam plans.

Exam content will be based on LO1-6 from module R064.

- LO1 Understand how to target a market
- LO2 Understand what makes a product financially viable
- LO3 Understand product development
- LO4 Understand how to attract and retain customers
- LO5 Understand factors for consideration when starting up a business
- LO6 Understand different functional activities to support a start-up

All students have a textbook '*Enterprise and Marketing by Hodder*' as well as a revision guide '*My Revision Notes: Enterprise and Marketing*', specifically for revising exam content.

Spring Term curriculum

Students will begin the term with practising essential exam skills and techniques and revisiting all content required to succeed in the exam. Where students achieve or exceed their target grade, they may opt not to retake the exam in the Summer.

After the exam, students will embark on learning the theory required for completing their final piece of coursework. This module (R066) involves developing a brand identity and devising a promotional plan to sell a previously designed product. Students will learn different marketing strategies and create a logo, slogan and other advertising campaigns.

Finally, students will learn how to plan a professional pitch for their business proposal and will carry out the practical elements involved in this. Skills include personal presentation, showing professionalism, analysing verbal communication and non-verbal communication.

By the end of the Spring term, students should be able to:

✓ Understand what elements are incorporated in a business brand identity.
✓ Understand what a promotional plan looks like.
✓ Select and justify the most appropriate promotional methods considering a variety of factors including target audience, funding and time constraints.
✓ Understand the structure of a professional business pitch and the logistics of delivery.
✓ Create and deliver a professional business pitch to an external panel.
✓ Apply understanding of what makes a successful pitch to review the strengths and weaknesses of pitches.

Useful websites to support and challenge learning

- <https://www.bbc.co.uk/bitesize/examspecs/zhrphbk>
- <https://www.senecalearning.com>
- <https://www.hoddereducation.co.uk/mrn>
- <https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/planning-and-teaching/>