

## Cambridge National in Enterprise and Marketing

### Why do we study Enterprise and marketing?

Studying Enterprise and Marketing allows students to develop the applied knowledge and practical skills required to set up and run a successful business enterprise.

Pupils are taught transferable skills which allow them to research potential customers, write business proposals, pitch and promote products which they design.

### How do we learn in Business studies lessons?

Pupils follow the OCR Cambridge National two year Enterprise and Marketing course. The course is divided into three units, one of which is an external exam taken at the end of year 11.

- Unit 1 - Design a Business Proposal - pupils will identify a customer profile, complete market research, generate product ideas and use financial calculations to propose a pricing strategy and determine the viability of their product.
- Unit 2 - Pupils will develop pitching skills, enabling them to pitch a business proposal to an external audience.
- Unit 3 - Enterprise and marketing concepts - pupils learn about the key factors to consider and activities that need to happen to operate a successful small start up business.

Lessons deliver a combination of practical activities and theoretical knowledge enabling learners to refine their skills in presentation, research, analysis and digital presentation.

### What do we learn in Business studies lessons?

	Autumn	Spring	Summer
Year 10	Market research, Identifying customer profiles & Developing a product proposal:  How does a business use market research to inform decision making?	Review whether a business is financially viable & Review the likely success of a business proposal:  How does a business understand their financial viability?	Design a brand identity to target a specific target audience & How to create a promotional campaign: What does a business have to consider when

	<p>Why does a business need to identify a customer profile?</p> <p>How could a business develop a product, which will appeal to the intended customer profile?</p>	<p>How does a business determine their success of the business proposal?</p>	<p>creating a brand identity?</p> <p>How will a business create a successful and purposeful promotional campaign?</p>
Year 11	<p>Plan and pitch a proposal and Review a brand proposal:</p> <p>Why does a business have to pitch their business idea?</p> <p>Review how a business pitches their idea well</p>	<p>Risk and reward, Market research and What makes a product financially viable:</p> <p>How can a business overcome risks of a startup and what rewards may come from this?</p> <p>How does a business carry out market research to suit the customer profile?</p> <p>What documents support the idea of a business being financially viable</p>	<p>Creating a marketing mix to support a brand &amp; Factors to consider when setting up a business :</p> <p>How does a business use an integrated marketing mix?</p> <p>What must a business consider when starting up a business</p>