

ENTERPRISE & MARKETING



Curriculum Aims, Delivery & Content



Bottisham Village College

Achievement through Inspiring, Caring, Enriching

Curriculum Delivery Key Stage 4	Students have 5 lessons a fortnight in years 10 and 11.
Curriculum aims Year 10	<p>The aim of the KS4 curriculum is to give students the practical skills and applied knowledge they will need in business. Practical elements build on theoretical knowledge so that students can put their learning into practice while also developing valuable transferable skills.</p> <p>In Year 10, students will develop essential knowledge and understanding of enterprise and marketing concepts, which can be applied to the other units within the qualification as they move through Year 10 and 11.</p> <p>Students have opportunity to practice and develop a range of real-world business skills through the completion of a business challenge. The first unit of controlled assessment develops students' ability to make effective business decisions and involves students performing their own market research, product design, and decide their own pricing strategy.</p>
Curriculum content Year 10	<p>Unit R064: Enterprise and marketing concepts (examination) Students explore the techniques businesses use to understand their market and develop products, investigate what makes a product viable and understand how businesses attract and retain customers.</p> <p>Unit R065: Designing a business proposal (controlled assessment) Students are presented with a business challenge from which they create a researched and costed business proposal. They will carry out market research, present data, and use idea generation tools, seek and act on feedback, and cost their proposals. In their work on this unit they will develop their self-assessment, collaborative working, creativity, numeracy, research and evaluative skills.</p>
Curriculum aims Year 11	<p>In Year 11, students will be effectively using the essential business knowledge learnt for the examination to further strengthen and aid the completion of the second unit of controlled assessment (50% of the overall grade).</p> <p>This part of the business challenge showcases the students' logo design skills, product pitching skills and business scrutiny skills.</p>
Curriculum content Year 11	<p>Unit R065: Market and pitch a business proposal (controlled assessment) Students prepare for and pitch the business proposal that they developed in the previous unit. They develop a brand identity and investigate how best to promote their product and then plan, practise and finally deliver their pitch. Afterwards they review both their analysis and self-evaluative skills as well as those relating to self-presentation.</p>