

OVERVIEW

In Year 11 our aim to ensure that students have the practical skills of Enterprise and Marketing as they complete 2 pieces of coursework – R065 and R066.

AUTUMN

R065

LO1: Be able to identify the customer profile for a business challenge
 LO2: Be able to complete market research to aid decisions relating to a business challenge
 LO3: Be able to develop a design proposal for a business challenge
 LO4: Be able to review whether a business proposal is viable

Assessment

Students will be assessed by written tests after each topic. Students will be tested on prior learning at their December and March mock exams.

Personal Development

The enterprise curriculum allows for an exploration of the cultural impact that the actions of an enterprise can have, both within a local and national / international setting. Examples of this include the use of marketing techniques that have shifted the ways that individuals interact with companies and how social issues such as the BLM movement have changed marketing choices made. Through the controlled assessment tasks, students are directed to ensure that the products they are designing are culturally appropriate for their target market, and to identify example, real world products, that have failed due to cultural insensitivity.

SPRING

R066

LO1: Be able to develop a brand identity and promotional plan to target a customer profile
 LO2: Be able to plan a pitch for a proposal
 LO3: Be able to pitch a proposal to an audience
 LO4: Be able to review the strengths and weaknesses of a proposal and pitch

Assessment

Students will be assessed by written tests after each topic. Students will be tested on prior learning at their Mid-Year and End of Year exams.

Personal Development

Students are encouraged to develop their social skills which includes the use of professional communication methods and the ability to develop public speaking skills. The enterprise classroom is a social environment where students can share ideas and knowledge in a judgement free setting. Students are encouraged to take risks with their answers, and are aware that learning from mistakes is a vitally important way to develop new skills and knowledge.

Useful links

<https://www.ocr.org.uk/Images/338513-specification.pdf>