

Curriculum Overview OCR Enterprise & Marketing

Students in Year 10 will start to gain an understanding of how market research gives the entrepreneur an insight into the wants and needs of its 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. As well as understanding target market's needs, students will learn how the marketing mix elements must be carefully blended to enhance business performance. Students will examine each element individually and explore the decisions that an entrepreneur needs to make. Students 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 you will learn about so that you can understand how to obtain timely and appropriate guidance.

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
	Unit R067 Enterprise and marketing concepts		Unit R068 Design a business proposal			Unit R067 & Unit R069
Year 10	R067 (TA2): Market research; data; market segmentation*	R068 (TA2): Identify customer profile	R067 (TA3): Cost, revenue, profit and loss; break-even; cash*	R068(TA5): risks and challenges R068: NEA Assessment (working on)	R067 (TA4): Marketing mix; advertising medium; promotion*	R067 (TA4): PR; selling; product lifecycle; pricing strategies*
	R068 (TA1): Market research; sampling methods; Using research tools; Review market research	R068 (TA3): Create a design mix; Review and finalise design	R068 (TA4): Financial viability		R069 (TA1): Branding; opportunities and threats	R069 (TA2): Promotional plan and materials
			R068: NEA Assessment (working on)			

¹ **See specification for NEA rules:** OCR-set assignments for non-examined assessed (NEA) units are live for one year. Candidates have one resubmission opportunity which may be taken during the series that the assignment is live for. Once an assignment brief is no longer live a re-submission is not possible for that brief. Resubmitting work in a different academic assessment series will mean using the new assignment brief for the resubmitted work.

Curriculum Overview OCR Enterprise & Marketing

This year builds on units R067 & R068. Students will learn how to develop market research tools and use these to complete your market research. Students will use your research findings to decide who your customers will be, create a design mix and produce your product design ideas. To help decide on your final design, you will gain feedback and then assess the strengths and weaknesses of your initial ideas. Students will complete financial calculations to determine whether your proposal is likely to make a profit. Students will use the evidence you have generated to decide whether you think that your new product is likely to be financially viable. On completion of this unit, you will have gained some of the essential skills and knowledge needed if you want to start a business, but also the transferable skills of creativity, self-assessment, providing and receiving feedback, research, and evaluation. 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.

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
	Unit R069 Market and pitch a business proposal			Unit R067 Enterprise and marketing concepts		
Year 11	R069 (TA3): Planning a pitch and presentation skills R069 (TA3): Practice pitch; feedback; professional pitch R069 (TA4): Review brand, pitch and skills R069: NEA Assessment (working on)	R067 (TA1): Entrepreneurial characteristics; risk and reward R069: NEA Assessment (working on)	R067 (TA5): Ownership; capital; support R067 (TA3): Cost, revenue, profit and loss; break-even; cash R069: NEA Assessment (submit for moderation) * 1	R067 (TA2): Market research; data; market segmentation R067 (TA4): Marketing mix; advertising medium; promotion; PR; selling; product lifecycle; pricing strategies	R067: Exam revision R068: Resubmission opportunity* 1 R069: Resubmission opportunity* 1	R067: Exam revision R067: Examination (final opportunity) <div style="text-align: center;">Examination (Terminal unit)</div>
	R069: NEA Assessment (Working on)					

	<p style="text-align: center;">Unit R067</p> <p style="text-align: center;">Enterprise and marketing concepts</p>	<p style="text-align: center;">Unit R068</p> <p style="text-align: center;">Design a business proposal</p>	<p style="text-align: center;">Unit R069</p> <p style="text-align: center;">Market and pitch a business proposal</p>
<p>Knowledge Overview</p>	<p>Students need to understand what can make an entrepreneur a success, as well as the risk and reward of being an entrepreneur. This is part of the examined unit which also requires them to understand the purpose of completing market research. Completing market research is also part of the NEA assessment where students will need to identify a customer profile using different research techniques.</p>	<p>When designing a business proposal, students need to understand the financial viability of their product. Learning about the types of cost a business incurs and the pricing strategies it could employ will support their development. Developing the knowledge of break-even through a contextual setting will provide students the knowledge and understanding they need to help them in the examined and NEA units where they will need to be able to calculate break-even and understand financial viability.</p>	<p>Through integrating theory with practical activities required in the NEA units, students will be well prepared for the pitching tasks. They will be able to relate theory to real life examples of branding and promotion and create a high-quality promotional campaign. Building in the opportunity to develop presenting and pitching skills will be important so students can deliver a well-presented pitch at the end of the course.</p>
<p>Skills Overview</p>	<p>Students may be able to develop a deeper understanding of market research techniques and data by combining this with topic area 1. Students could complete market research on local and national entrepreneurs. Exploring their characteristics, business styles and their perceptions on the rewards and drawbacks of being an entrepreneur. Students may complete primary and secondary research and obtain qualitative and quantitative data sets. By completing market research, they will develop skills and knowledge that is vital in NEA and examined units as well as developing confidence in communication skills which will be vital for the professional pitch. It will also develop their research skills and could make the market research they complete for their product much more successful.</p>	<p>A functional understanding of break-even analysis can be gained by using a spreadsheet that produces a graphical output. By changing the revenue and cost types on the spreadsheet students can observe the changes that appear in the graph and draw analysis about the impact of various changes.</p> <p>Once students have confidently managed this, they will be able to apply this knowledge to their product and develop their own break-even analysis which evaluates the impact of a price change, this could be taught alongside the theory of pricing strategies as students will need to understand which strategy they are using and could link this to their review of the likelihood of breaking even.</p>	<p>Marketing and branding activities of small and local businesses can be researched and evaluated for their perceived effectiveness. Allowing students to investigate real life marketing activities of businesses they know will support them in deepening their knowledge of this area and lead them to designing and creating high quality promotional materials for their business/product.</p> <p>Giving multiple opportunities to practice the skill of presenting information that they have found out will develop the practical skill and confidence of pitching. When they need to do this for their own business idea having the skills as well as the confidence to complete a professional pitch can support their delivery and allow them to tailor their pitch to the audience as well as answer questions in a justified manner.</p>