

# Programme of Study: Enterprise & Marketing



KS2 Underpinning Concepts		Year 10	Year 11	KS5 & CEIAG Opportunities	Links to SMSC
<b>Financial Literacy</b> Understanding money, budgeting, saving, and spending. Recognising the value of products and services.  <b>Decision Making</b> Making choices based on reasoning and consequences. Evaluating options and outcomes.  <b>Teamwork and Communication</b> Working collaboratively on projects. Sharing ideas and listening to others.  <b>Problem Solving</b> Identifying challenges and thinking creatively to solve them. Applying logical thinking to real-world scenarios.  <b>Understanding the World of Work</b> Learning about jobs, roles, and responsibilities. Exploring how businesses operate in society.	Autumn 1	<b>Unit R068: Design a Business Proposal</b> <b>Purpose:</b> Develop a viable business idea in response to a client brief, applying enterprise and marketing concepts. <b>Task 1 – Enterprise, Entrepreneurs, Risks and Rewards</b> Understand enterprise and the role of entrepreneurs. Explore risks, rewards, and motivations. <b>Task 2 – Market Research and Segmentation</b> Conduct market research to identify opportunities. Understand segmentation and targeting. <b>Task 3 – Developing a Product Proposal</b> Create a product proposal based on research. Justify design decisions using feasibility analysis. <b>Task 4 – Feedback and Product Evaluation</b> Use peer and user feedback to evaluate product. Identify improvements and refine the proposal. <b>Task 5 – Financial Planning and Viability</b> Apply pricing strategies and calculate break-even. Assess financial viability and sustainability. Evaluate internal/external factors affecting success.	<b>R069 Continued: Reviewing business performance and outcomes</b> Evaluating effectiveness of promotional strategies, reflecting on business planning and execution and consolidating learning from previous tasks <b>Task 5 – Review and Evaluate Business Pitch and Success</b> Review business performance and promotional strategy, reflect on planning, execution, and outcomes and consolidate learning and complete catch-up activities.	<b>Academic Opportunities at KS5:</b> <ul style="list-style-type: none"><li>A Level Business (Level 3)</li><li>Apprenticeship e.g. Business Administration (Level 2 and 3)</li><li>Cambridge Technicals Business (Level 2 and 3)</li><li>T Level Digital Business Services (Level 3)</li></ul> <b>Career Pathways:</b> <ul style="list-style-type: none"><li><b>Business &amp; Management:</b> Project manager, operations assistant, business analyst</li><li><b>Finance:</b> Accountant, banker, investment analyst, financial adviser</li><li><b>Marketing &amp; Sales:</b> Digital marketer, market researcher, retail manager</li><li><b>Human Resources:</b> HR assistant, recruiter, training coordinator</li><li><b>Entrepreneurship:</b> Start-up founder, business consultant</li><li><b>Public Sector:</b> Civil service, local government, administration</li><li><b>Other Fields:</b> Logistics, events management, education, journalism</li></ul>	<b>Spiritual Development:</b> Encourages creativity and innovation in product design and promotional campaigns. Promotes self-reflection through evaluation tasks and pitch performance reviews. Inspires entrepreneurial thinking and personal ambition.  <b>Moral Development:</b> Explores ethical considerations in marketing and advertising. Encourages responsible financial planning and decision-making. Discusses the impact of business choices on society and the environment.  <b>Social Development:</b> Develops teamwork and collaboration through group tasks and pitches. Enhances communication skills in presenting ideas and responding to feedback. Builds awareness of customer needs and community-focused business strategies.  <b>Cultural Development:</b> Promotes understanding of diverse customer groups through market segmentation. Encourages inclusive branding and promotional approaches. Explores global business practices and cultural influences on enterprise.
	Autumn 2		<b>R067: Exam Theory Overview</b> <b>Focus:</b> Develop theoretical understanding of enterprise, marketing, and business finance. <ul style="list-style-type: none"><li><b>Enterprise &amp; Entrepreneurship:</b> Understand enterprise, entrepreneurs, and their role in business creation.</li><li><b>Market Research &amp; Segmentation:</b> Analyse data types, research methods, and customer targeting.</li><li><b>Marketing Mix &amp; Promotion:</b> Apply the marketing mix and explore promotional techniques and their impact.</li><li><b>Product &amp; Pricing Strategies:</b> Understand product life cycle stages and apply pricing strategies.</li><li><b>Business Ownership &amp; Finance:</b> Explore types of ownership, sources of finance, and support for entrepreneurs.</li><li><b>Financial Planning:</b> Calculate costs, revenue, profit, and apply break-even analysis.</li></ul>		
	Spring 1				
	Spring 2				
	Summer 1	<b>EXAM PRACTICE / SKILLS</b>			
	Summer 2		<b>GCSE FINAL EXAMINATIONS</b>		