

BUSINESS

CURRICULUM 2020-21

KEY STAGE 4

Students will complete the **Cambridge National Enterprise & Marketing Level 1/2 Certificate**. This is a vocational course, which includes an amalgamation of theory and application of knowledge. Theoretical business concepts will be assessed through external exam, whilst internally-assessed challenges give students the opportunity to put their learning into practice and develop transferable skills to take into the workplace.

The qualification consists of three mandatory units:

- **Unit R064, Enterprise and marketing concepts**, will be the first unit that is completed, and is assessed internally. This unit covers the core principles of enterprise, including understanding different markets, attracting and retaining customers, and the factors that affect whether a product is viable. Students will usually sit this exam at the end of year 10.
- **Unit RO65, Design a business proposal**, is assessed internally through an externally set and moderated brief. Students will be challenged to apply their learning to design and create a business proposal, using a range of market segmentation tools, conducting market research, utilising data to formulate a product design and then acting on feedback to produce a fully costed proposal. This unit is designed to develop students' ability to self- assess and evaluate, and also draws upon numeracy and literacy skills that are developed throughout the course.
- **Unit RO66, Market and pitch a business proposal**, is the second internally assessed unit. Students will expand upon the brief and proposal developed in the prior unit to develop a brand identity and promotional plan for their product, using a full range of marketing tools. They will be challenged to plan, practice and deliver their pitch, followed by a thorough evaluation, both of their pitch and their business proposal.

Students will be encouraged to extend their learning through practical applications in their own lives.