

KS4 Curriculum Overview: OCR Cambridge National Enterprise and Marketing

Rationale: In year 11 we would like students to gain a deeper understanding of key business principles in areas such as marketing, finance, functional areas etc. Students will sit an external exam in January, which covers all of these topics, hence they are studied in the autumn when students return to school in preparation for their exam. Some of this content will have been taught prior in year 11, but from a different perspective (students will have completed a 'business challenge' relating to creating a hat for a company, exploring some of this points and producing coursework regarding these topics - they will therefore have had a more practical approach, whereas in Year 11, they need to be able to retrieve larger amounts of information and be able to apply this knowledge to a variety to contexts. We therefore aim to build knowledge and skills on how to apply this and how to analyse and evaluate the information gained, for example, what breakeven figures are telling them in a given scenario. They will also cover a wider range of topics which have they have not studied prior such as the functional areas of a business, ownership types – our aim to both build on prior knowledge, whilst introducing new knowledge to them. Students then go on to a practical task again, where they are given another business challenge – this is a follow on from the business challenge they had in the previous year – but this time, they are developing their pitching skills – students will go through a number of tasks to finally build up to giving a pitch for their business proposal – which is in front of external speakers – our aim here is not just to develop their pitching skills, but their planning skills in terms of planning the actual pitch and what they will include to booking the room and equipment, their confidence over time and their presentation skills in terms of how they present their plans – materials used to support their pitch.

Term / Length of Unit	Outline	Assessment	Home Learning	Resources	Knowledge/Skills End Points	Reading
Yr11 Autumn 1	RO64 LO1,2&3 Understand concepts of target markets, financial elements and product life cycles	End of unit assessments which build up to include current teaching and prior teaching enabling them to build knowledge for the whole unit.	Progress: how to accurately calculate a business's Finances	OCR Scheme of learning RO64	Knowledge <ul style="list-style-type: none"> - Profit/loss - Break even - Product life cycle - Sales revenue 	Use of case studies Key vocabulary lists Use of knowledge organiser's Scaffolding/showing worked examples of questions Revise in 5 to test key terms/vocabulary
Yr11 Autumn 2	RO64 LO4,5&6 Understand concepts of Business functions, structure and sales techniques	End of unit assessments, which also have prior knowledge on them, to enable them to fully build up their overall knowledge.	Progress: Business structure and types of business organisation	OCR Scheme of learning RO64	Knowledge: <ul style="list-style-type: none"> - Sole trader - Partnership - PLC - LTD - Functional areas 	Use of case studies Key vocabulary lists Use of knowledge organiser's Scaffolding/showing worked examples of questions Revise in 5 to test key terms/vocabulary
Yr11 Spring 1	RO66 Task 2 To plan out a pitch of a business plan.	Continual coursework module	Develop material to support Hat designs	OCR Scheme of learning RO66	Knowledge: <ul style="list-style-type: none"> - Structure - Script - Aid - Material - Question and answer 	Business Challenge scenario – reading together as a class, ensuring all understand requirements. Key vocabulary lists – to help students include key terms in coursework. Example sentence starters Showing students exemplar work

Yr11 Spring 2	RO66 Task 3 & 4 Perform the pitch of a business plan and collect reviews	Practical element	Collect reviews of pitch and product	OCR Scheme of learning RO66	<p>Knowledge</p> <ul style="list-style-type: none"> - Personal appeal - Verbal skill - Time Keeping - Panel Questions - Convey product idea 	<p>Business Challenge scenario – reading together as a class, ensuring all understand requirements.</p> <p>Key vocabulary lists – to help students include key terms in coursework.</p> <p>Example sentence starters</p> <p>Showing students exemplar work</p> <p>Practise pitches – reading note prompts to gain confidence before real pitch.</p>
Yr11 Summer 1	RO66 Task 4 Review business proposal and areas of development Revisit R064 content.	Continual coursework module	Suggest improvement to the business proposal based on the pitch review	OCR Scheme of learning RO66	<p>Knowledge</p> <ul style="list-style-type: none"> - Product design - Brand identity - Pricing strategy - Promotion - Cost - Viability 	<p>Reading of feedback from external speakers.</p> <p>Key terms</p> <p>Revise in 5 testing key vocab.</p>
Yr 11 Summer 2	Revisit R064 for resits.	Mini tests, exam questions, mock paper.	Exam questions set based on area of need/weakness.	OCR SOL R064	<ul style="list-style-type: none"> - Marketing - Finance - Functional areas - Ownership 	<p>Use of case studies</p> <p>Key vocabulary lists</p> <p>Use of knowledge organiser's</p> <p>Scaffolding/showing worked examples of questions</p> <p>Revise in 5 to test key terms/vocabulary</p> <p>-</p>