

## Enterprise and Marketing

### Why is the study of Enterprise and Marketing important?

Studying Cambridge National in Enterprise and Marketing will encourage students to develop applied knowledge and practical skills in enterprise and marketing. It is designed with both practical and theoretical elements, which will prepare learners for further study of qualifications in enterprise, marketing or business.

### What are the Big Ideas in Enterprise and Marketing?

- Understand and apply the fundamental principles and concepts of Enterprise and Marketing including characteristics of successful entrepreneurs, market research, financial viability, the marketing mix and factors to consider when starting up and running an enterprise
- Develop learning and practical skills that can be applied to real-life contexts and work situations
- Think creatively, innovatively, analytically, logically and critically
- Develop independence and confidence in using skills that would be relevant to the business and enterprise sector.

### What will you know and understand from your study of Enterprise and Marketing?

The Business/Enterprise industry is vast, covering different sectors and providing work for entrepreneurs as well as to be employed multinational companies. Business/Enterprise will help you to develop knowledge, and understanding relating to different sectors, products and job roles that form enterprises. In this course you will learn how enterprises use marketing concepts to plan how to communicate with customers. You will research and design a business proposal and design new products to bring to the market. Finally, you will pitch your idea as part of the process of starting a brand new enterprise idea.

### How does your study of Enterprise & Marketing support your expertise in other subjects?

Many of the richest people in the world have built their fortune by being entrepreneurial. Business/Enterprise

will help build your skills in both employment and enterprise generating innovative ideas. One of the main aims of the course is to help build your aspirations, with a view to realising that anything is possible if you have a creative mind-set!

### How can you become an expert in Enterprise & Marketing?

Students will have the opportunity to become specialists using enterprise and marketing skills and will develop a passion for reading around the subject assignments we cover to effectively analyse and evaluate new and existing products.

Students of this subject will develop their critical thinking throughout the course, examining client requirements and independently creating meticulously designed and created final products. These are skills that students will learn and perfect in order to apply all the advanced technical skills and knowledge gained to take into an ever changing and technologically advancing world where jobs and careers are developing constantly.

### What opportunities are there to experience Enterprise & Marketing beyond the classroom?

Enterprise is everywhere and surrounds us in our daily lives. Students will study local and national enterprise and will identify where enterprise exists in the world around us.

### How will you develop your character through your Spiritual, Moral, Social & Cultural experiences in Enterprise & Marketing?

#### Spiritual

Offering the opportunity to consider how business has changed the way people go about their daily lives (including communication, shopping, entertainment, education and training, banking, social networking, online/remote working considering how consumers influence their own viewpoints.

#### Moral

Learning about appropriate conduct of businesses and their staff, uses of company property both real and intellectual, malicious use of this property and the damage this can cause, and the safe and responsible conduct of a business.

#### Social

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Learning about social issues that can affect businesses, such as the response to negativity in the media relating to business practice, rising unemployment etc.

### **Cultural**

Helping learners to appreciate that businesses contribute to the development of our culture and are becoming increasingly central to our future. How cultural awareness of the audience needs to be shown when communicating in business.

### **Key Assessment Objectives**

As the course has changed Year 10 have two pieces of coursework worth 30% each and a final exam worth 60%.

Current Year 11s (BTEC Enterprise) have two pieces of coursework worth 30% and a final exam worth 40%

### **How will you be assessed in Creative Enterprise & Marketing?**

Students are continually assessed during coursework. The exam knowledge is learnt through completion of coursework which is embedded through home learning and retrieval activities.

### **How can the study of Enterprise & Marketing support students beyond school?**

Business/Enterprise provides a strong foundation for any job or profession:

- Interview skills.
- Presentation skills.
- Employability skills.
- Research skills.
- ANY job where they work in a business... which is EVERY Job!

### **The Six Principles of Nurture**

#### **Language is a vital form of education**

Whole school focus on vocab in Business/Enterprise we teach topic specific keywords at the start of a new topic.

**The classroom offers a safe base**

In Business/Enterprise we have high level of expectations with regards to behaviour and engagement in lessons. We follow the Scalby school behaviour for learning system (outlined on P8 of student planner), have a recognised Matrix and seek support from Active Patrol SLT. Students feel safe in the predictability of whole school standards being upheld by all staff across the department. We expect all students to be the best they can be.

### **Children's learning is understood developmentally**

Teachers have completed SEN Provision Maps for each class that they teach in the department. This is saved on Pedagogy platform for all teachers in the department to access. Links to SEN register, My Profiles. Examples of differentiation are using screen filters, enlarge worksheets if needed, coloured paper, writing frames for exam questions, allow students to type answers rather than write.

### **The importance of nurture for the development of wellbeing**

The importance of work-life balance and how work can impact on personal lives.

### **All behaviour is communication**

As part of Scalby School behaviour policy C3's and C4's are recorded. This information is monitored and followed up via the Pastoral Protocol. In the classroom teaching staff and assistant teachers are aware of the wellbeing of students. Teachers understand that behaviour can be an indicator that a student is in need of additional support. Behaviours which are a cause for concern are raised with Pastoral or SEND teams so the correct intervention and support can be put in place. These include learning concerns which are raised as an SEN short note which trigger investigation into the need for exam access arrangements.

### **The importance of transition in children's lives**

Involved in year 6 transition day, transition to KS4 from KS3 through transitional schemes of learning, support post 16 with careers awareness within the structure of lessons in all curriculum areas.

# Curriculum Progression Maps

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