

Exam board and qualification Curriculum Intent

What the curriculum is designed to do

- Give an understanding and enable students to 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
- Students can develop their learning and practical skills that can be applied to real-life contexts and work situations
- Students are able to think creatively, innovatively, analytically, logically and critically.
- Students can develop independence and confidence in using skills that would be relevant to the business and enterprise sector.

How we deliver the curriculum

Students are taught through a blend of theory and hands on practical real-world tasks to give them experience of how to use the theory they have learnt in a real-world scenario. Students undertake 3 components:

R067: Enterprise and marketing concepts

R068: Design a business proposal

R069: Market and pitch a business proposal

How we assess students

Students will complete at least one formative assessment per half-term to prepare them for the following assessments:

Component	Description of assessment	When does the assessment take place?
R067 – Enterprise and marketing concepts	70 Marks 40% total qualification External Exam 1 hour 15 min written examination OCR set and marked	January 2024 – Practice attempt June 2024 – Terminal assessment
R068 – Design a business proposal	60 Marks OCR Set assignment Assessed by Teacher, moderated externally by OCR 10-14 hours to complete assignment.	1 st assessment January 2023 2 nd assessment June 2023 (Resubmission)
R069 – Market and pitch a business proposal	60 Marks OCR Set assignment Assessed by Teacher, moderated externally by OCR 10-14 hours to complete assignment.	1 st assessment June 2023 2 nd assessment January 2024 (Resubmission)

How it benefits students learning and personal development

This qualification also allows students the opportunity to gain broad, transferable skills and experiences that can be applied as they progress into their next stages of study and life and to enhance their preparation for future employment.