

Business is an option subject from Year 10 for two years and further study can be undertaken at sixth form. Mrs Wicks is the business teacher at OA and has a wide range of experience having previously worked in industry for Unilever, and is also an examiner and moderator for OCR.

The aim of the OCR Cambridge National in Enterprise and Marketing gives students the practical skills and applied knowledge they'll need in business. Practical elements build on theoretical knowledge so that students can put their learning into practice while also developing valuable transferable skills. The course is split into three units;

R064 – Enterprise and Marketing Concepts. This is where students learn how a business targets, attracts and retains customers; the stages of product development; and the functions and financial tools needed to support a successful business. Assessment is through a 1½ hour exam with the opportunity of a resit.

R065 – Design a business proposal. In this task students apply the theory to a business challenge, currently designing a hat. The project takes them through the initial stages of their ideas, through to actual market research and then developing their business proposal to one which will be financially viable and successful.

R066 – Market and pitch a business proposal. For this final stage, the students identify a brand identity for their design and plan a promotional campaign for their product. They then pitch their idea, 'Dragons Den' style, and review their proposal and pitch.

Key Stage 4

Aims and Objectives

1. Provide high quality teaching for students to achieve excellent academic qualifications in business.
2. To equip them with knowledge they will need in the business world.
3. Provide next steps should they wish to continue to study Business at a Level 3 qualification (6th form).

Key Stage 4

Activities and Assessment

Course books and revision materials are available along with a homework booklet in order to support the students for their examined unit. There are also end of topic tests after each learning objective which help students identify areas they need to further study. Students carry out a range of activities and benefit from being a real-life project.

Links: <https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/>