

<b>What is the purpose of Enterprise?</b>	<b>Department information</b>
<p>Regardless of prior learning it is our intention that all students studying a Business course should be able to better understand how business works and be more commercially aware in readiness for life after school.</p> <p>We want students to be analytical and questioning in their thinking. They should be confident in challenging and able to apply what has been learnt to relevant contextual examples.</p> <p>No matter the social background, Enterprise should be accessible to all with an understanding that the key principles remain the same whatever the context. We strive to ensure that more vulnerable students are able to fully access all courses studied equally and that contextual learning is both supported and developed to enhance cultural capital.</p> <p>Students will understand that no single element of the content taught leads to successful business but that the broad spectrum of theory is required to work together. By being able to piece together their studies, students will be confident in both understanding and explaining how business can be successful and be enthused to engage with the world of business after leaving school.</p>	<p>Core Leader: Mike Birch Subject Leader: Mike Birch</p> <p>Exam board: Tech Award Enterprise (OCR)</p>
<b>How do we develop Arthur Terry Learners?</b>	
<p>Students are encouraged to think for themselves, use their own initiative and bring in real world examples to support their learning. There is an expectation to contribute to discussion and apply learning. There are considerable opportunities to reflect on business practice and analyse ways to improve. The level of challenge varies throughout the course and students of all abilities are pushed to research and apply in context. Students will have the opportunity to present their ideas and offer with conviction an argument for the decisions they have made.</p>	

	Topics/Units	Summary of key content
10	Enterprise and Marketing  Design a Business Proposal	<p>In the examined unit (sat in Year 11) students will study the role of market research, understanding the different types available in addition to considering the importance of market segmentation. We then cover the elements of the marketing mix (price, place, product &amp; promotion) with the focus being on how marketing can be used to support a product.</p> <p>The coursework unit for Year 10 uses a pre-released assignment brief and requires students to develop market research tools, complete their own market research, create a design mix for a product and evaluate whether the newly created product is viable in the marketplace.</p>
11	Enterprise and Marketing  Market and Pitch a Business Proposal	<p>The examined unit is continued to look at the characteristics of an entrepreneur, how to calculate whether a product is financially viable and finally the different factors to consider when starting and running an enterprise, including aspects such as ownership and sources of finance to be used.</p> <p>The final piece of coursework builds on the product idea designed in Year 10 and allows students to design a brand and come up with a promotional campaign. Students then need to present their business proposal and reflect on ways to improve it.</p>