

## Curriculum Rationale and Overview (Scheme level)



**Subject:** Enterprise and Marketing

**Year group:** 11

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>National Curriculum context</b>						
<b>Scheme of Learning Title:</b>	RO69: Market and pitch a business proposal	RO69: Market and pitch a business proposal	RO69: Market and pitch a business proposal	RO67: Enterprise and Marketing concepts	RO67: Enterprise and Marketing concepts	
<b>Content</b> <i>What will students know?</i>	Topic area 2: Create a promotional campaign for a brand and product.	Topic area 3: Plan and pitch a proposal.	Topic area 4: Review a brand proposal, promotional campaign and professional pitch.	Topic area 1: Characteristics, risk and reward of enterprise.  Topic area 5: Factors to consider when starting up and running an enterprise.	Revision and exam skills for resits.	
<i>What will students understand?</i>	<b>Topic area 2: Create a promotional campaign for a brand and product:</b> <ul style="list-style-type: none"> <li>● Objectives of a promotional campaign</li> <li>● How to create appropriate promotional material.</li> </ul>	<b>Topic area 3: Plan and pitch a proposal:</b> <ul style="list-style-type: none"> <li>● What to consider when planning a professional pitch</li> <li>● The importance of personal and presentation skills</li> <li>● The benefits of using a practice pitch.</li> </ul>	<b>Topic area 4: Review a brand proposal, promotional campaign and professional pitch:</b> <ul style="list-style-type: none"> <li>● A variety of sources that can be used to review a brand</li> <li>● How to review a professional pitch.</li> </ul>	<b>Topic area 1:</b> <ul style="list-style-type: none"> <li>● Characteristics of successful entrepreneurs</li> <li>● Potential rewards for risk taking</li> <li>● Potential drawbacks for risk taking.</li> </ul> <b>Topic area 5:</b> <ul style="list-style-type: none"> <li>● Appropriate forms of ownership for business start-ups</li> </ul>	<ul style="list-style-type: none"> <li>● RO67 topics</li> <li>● Exam skills required to answer questions in the test.</li> </ul>	

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				<ul style="list-style-type: none"> <li>• Sources of capital for business start-ups and expansion</li> <li>• Support for enterprise.</li> </ul>		
<p><i>What will students be able to do?</i></p>	<p><b>Topic area 2: Create a promotional campaign for a brand and product:</b></p> <ul style="list-style-type: none"> <li>• Explain the objectives of a promotional campaign</li> <li>• Create a plan for a promotional campaign.</li> </ul>	<p><b>Topic area 3: Plan and pitch a proposal:</b></p> <ul style="list-style-type: none"> <li>• Plan and deliver a pitch about a business proposal</li> <li>• Review their pitch.</li> </ul>	<p><b>Topic area 4: Review a brand proposal, promotional campaign and professional pitch:</b></p> <ul style="list-style-type: none"> <li>• Use an appropriate range of sources to review a brand</li> <li>• Review a professional pitch</li> <li>• Review of personal presentation skills.</li> </ul>	<p><b>Topic area 1:</b></p> <ul style="list-style-type: none"> <li>• Explain why each characteristic might be able to help an entrepreneur be successful</li> <li>• State and explain the rewards of risk taking</li> <li>• State and explain the drawbacks of risk taking</li> <li>• Identify solutions to overcome/limit the risks and drawbacks.</li> </ul> <p><b>Topic area 5:</b></p> <ul style="list-style-type: none"> <li>• Identify and explain advantages and disadvantages</li> </ul>	<ul style="list-style-type: none"> <li>• Develop knowledge of RO67 topics</li> <li>• Improve their exam skills.</li> </ul>	

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				<p>of each form of ownership</p> <ul style="list-style-type: none"> <li>● Define limited and unlimited liability</li> <li>● Identify the implications if limited and unlimited liability</li> <li>● Advantages and disadvantages of each source of capital</li> <li>● Identify suitable sources of capital for a start-up and/or an expanding business</li> <li>● Identify and explain appropriate sources of support for an entrepreneur</li> <li>● Explain advantages and limitations of each source of support.</li> </ul>		
<p><b>How will they be formally assessed?</b></p>	<p>RO69 coursework assessment.</p>	<p>RO69 coursework assessment.</p>	<p>RO69 coursework assessment.</p>	<p>End of topic test, including:</p> <ul style="list-style-type: none"> <li>● Multiple choice</li> <li>● Data response</li> <li>● Short answer questions</li> </ul>	<p>External assessment.</p>	

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				<ul style="list-style-type: none"> <li>Extended answer questions</li> </ul>		
<b>Blended Learning Opportunities (yr 7 &amp; 8)</b>						
<b>Literacy/Numeracy/Personal Development</b>	New business terminology and extended writing.	New business terminology and communication skills developed through delivering a pitch.	New business terminology and communication skills developed through delivering a pitch.	New business terminology and extended writing.		
<b>Links to Prior learning</b>						