

Curriculum Plan for Enterprise, Marketing and Finance

Exam Board: OCR – Cambridge Nationals
More information can be found at:

Year 7	Year 8	Year 9	Year 10	Year 11
		<p>Finance students in year 9 will focus on a range of skills including personal finance, budgeting, banking, borrowing and debt. The aim is to provide students with the financial knowledge that they need in the future.</p> <p>Autumn Term Salaries and wages Tax Bills Budgets</p> <p>Spring Term Banking Borrowing Inflation and interest rates</p> <p>Summer Term Debt Personal finance Profit and Loss</p>	<p>Autumn Term R065 Target audience and customer profiling – Market segmentation Market research to aid decision making – Types of research Develop a design proposal for a business challenge – design a product and proposal Review whether a business proposal is financially viable – Profit and loss, sales revenue, break even</p> <p>Summer Term R066 Develop brand identity and a promotional plan – importance of branding Plan a pitch for a proposal – create a brand identity and plan a dragons den style pitch Pitch a proposal to an audience – Pitch a proposal to a panel Review strengths and weaknesses of proposal and pitch – make adjustments to brand or product</p>	<p>Autumn Term R064 - Exam Understand how to target a market What makes a product/service financially viable Product development and life cycle Attract and retain customers External factors for consideration Functional activities of a business</p> <p>Spring & Summer Terms Exam to be sat in the spring term and completion of controlled assessments.</p>

Apps or websites used:

Seneca, BBC Bitesize, Two teachers, Quizziz, Businessed, Tutor2U