

Business (Enterprise and marketing) curriculum at Brownhills Ormiston Academy

The department's vision:

- The Business Studies (Enterprise and Marketing) curriculum is broad and challenging which develops students' problem solving, innovative and analytical skills within their lessons so they feel confident in a business environment.
- Enterprise and marketing at Brownhills Ormiston Academy seeks to equip students with the business knowledge and appropriate skills needed to develop their employability and to identify business problems and opportunities.
- Enterprise and marketing will provide students the opportunity to study a variety of local, national and international case studies.
- Students will have the opportunity to develop their oracy and literacy skills when delivering a business pitch and proposal.
- Students will reach logical conclusions based on artifacts and make judgements on future changes to markets and the economy and understand how bigger business issues impact on their daily lives.
- The Business curriculum will equip students with the knowledge, understanding and skills needed to work in the business sector.

Sequencing of lessons:

In Year 10 pupils study the techniques businesses use to understand their market and develop products, investigate what makes a product viable and understand how businesses attract and retain customers.

Pupils are also presented with a business challenge in year 10 from which they create a researched and costed business proposal. They will carry out market research, present data, use idea generation tools, seek, and act on feedback, and cost their proposals. In their work on this unit, they will develop their self-assessment, collaborative working, creativity, numeracy, research, and evaluative skills.

In Year 11 pupils prepare for and pitch the business proposal that they developed in the previous unit. They develop a brand identity and investigate how best to promote their product and then plan, practise, and finally deliver their pitch. Afterwards they review both their performance and their business proposal.

Assessment:

Pupils will complete half termly assessment and are focused on the current unit of study, in addition pupils will also practice coursework skills. In Year 10 and 11 pupils will sit mock examinations to prepare them for the external examination at the end of the course. Pupils will complete coursework units during Year 10 and 11.

R067 – An externally examined unit that is worth 40% of a learners' final grade.

R068 – An internally assessed unit which requires learners to design a business proposal

R069 – An internally assessed unit in which learners pitch the product idea they developed in R068.

Internally assessed units each contribute 30% to a learners' final grade for this qualification.