

Subject	Enterprise and Marketing
Curriculum Intent	<p>Our curriculum aims to ensure students leave with essential skills and knowledge to embrace the challenges of a rapidly changing business environment both in the UK and around the world. We teach this particular subject at Kingswinford Academy to prepare students for the world of work, whether that is starting their own business or working for an organisation. This is a popular subject which demonstrates the desire of our students to become enterprising and to explore different career pathways.</p>
Key Stage 4	<p>Cambridge National in Enterprise and Marketing</p> <p>This award is taught at Kingswinford Academy as it gives learners the opportunity to develop sector-specific knowledge and skills in a practical learning environment. The main focus of this course includes:</p> <ul style="list-style-type: none"> <li>● the development of key skills that prove aptitude in planning an enterprise activity, including market research, planning, carrying out financial transactions, communication and problem solving</li> <li>● knowledge that underpins effective use of skills, such as the features and characteristics of enterprises and entrepreneurs, and the internal and external factors that can affect the performance of an enterprise</li> <li>● attitudes and ways of working that are considered most important for enterprise, including monitoring and reflecting on performance of an enterprise idea and own use of skills.</li> </ul> <p>Course Structure</p> <p>Year 10 Unit R068: Design a business proposal 30% of the overall qualification, internally assessed.</p> <p>Year 10 and 11 Unit R069: Market and pitch a business proposal 30% of the overall qualification, internally assessed.</p> <p>Year 11 Unit R067: Enterprise and marketing concepts 40% of the overall qualification, externally assessed.</p> <p>Courses offer progression to Level 3, AS/A2 Level, BTEC Award, Cambridge Technical, AVCE, NVQ 3, Advanced Apprenticeship in related subjects and Access to HE.</p>