



Ursuline College

Business Department

The Team

Staff Member	Role	Email Address
Mrs Emma Stannard	Curriculum Leader/Teacher	StannardE@ursuline.kent.sch.uk
Mrs Helen Smyth	Teacher	SmythH@ursuline.kent.sch.uk
Mr James McAuley	Teacher	McAuleyJ@Ursuline.kent.sch.uk

Key Stage 4

Exam Board: OCR

Link to Specification: <https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-2-j837/>

Qualification Information:

In year 10 we offer the OCR Level 1/Level 2 Cambridge National in Enterprise and Marketing (603/7093/2). This practical, career-focused qualification is ideal for students who are interested in how businesses work and how products are successfully developed, marketed, and sold. Students will explore key aspects of enterprise, including market research, branding, product development, and promotion. They will have the chance to design and pitch their own business ideas, developing valuable skills in teamwork, communication, and problem-solving.

This qualification has three mandatory units:

Unit R067: Enterprise and Marketing Concepts: In this unit, you'll explore what it takes to set up and run a successful small business. You'll learn how entrepreneurs use market research to understand customer needs, how to shape a product using the marketing mix, and what key decisions—like choosing ownership and raising capital—need to be made. The knowledge from this unit will prepare you to apply your skills in the practical units R068 and R069.

Unit R068: Design a Business Proposal: In this unit, you'll take on the challenge of designing a brand-new product to meet a business brief. You'll carry out market research, create design ideas, and use feedback to improve them. You'll also assess whether your product could make a profit by completing financial calculations. This unit helps you develop creative thinking, research, and evaluation skills—all essential for success in business and preparing for the next unit, R069.

Unit R069: Market and Pitch a Business Proposal: Building on your product idea from Unit R068, this unit teaches you how to create a strong brand and promotional campaign. You'll choose the best ways to

promote your product to your target audience and prepare a professional pitch to present your ideas. Along the way, you'll develop key business skills like creativity, communication, and giving and receiving feedback—essential for future success in enterprise and marketing.

	Cycle 1	Cycle 2	Cycle 3
Year 10	R067 (TA2): Market research; data; market segmentation R068 (TA1): Market research; sampling methods; Using research tools; Review market research R068 (TA2): Identify customer profile R068 (TA3): Create a design mix; Review and finalise design	R067 (TA3): Cost, revenue, profit and loss; break-even; cash R068 (TA4): Financial viability R068 (TA5): risks and challenges R068: NEA Assessment (working on)	R067 (TA4): Marketing mix; advertising medium; promotion* R069 (TA1): Branding; opportunities and threats R068: NEA Assessment (submit for moderation) R067 (TA4): PR; selling; product lifecycle; pricing strategies R069 (TA2): Promotional plan and materials
Year 11	R069 (TA3): Planning a pitch and presentation skills R069 (TA3): Practice pitch; feedback; professional pitch R069 (TA4): Review brand, pitch, and skills R069: NEA Assessment (working on) R067 (TA1): Entrepreneurial characteristics; risk and reward	R067 (TA5): Ownership; capital; support R067 (TA3): Cost, revenue, profit and loss; break-even; cash R069: NEA Assessment (submit for moderation) R067 (TA2): Market research; data; market segmentation R067 (TA4): Marketing mix; advertising medium; promotion; PR; selling; product lifecycle; pricing strategies	R067: Exam revision R068: Resubmission opportunity R069: Resubmission opportunity

Future Careers:

This qualification is ideal for students interested in business, marketing, and enterprise. It provides a strong foundation for A Levels such as Business, Economics, or Media Studies, or vocational courses like BTEC Business. It also supports progression to apprenticeships in areas such as retail, digital marketing, sales, and customer service. Long term, it could lead to careers in marketing, advertising, finance, product design, market research, or running your own business.

Key Stage 5

Exam Board: Pearson - Edexcel

Link to Specification: <https://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html>

Qualification Information:

At Key Stage 5 we offer the Pearson BTEC Level 3 in Business. It is for learners who wish to further their knowledge and skills through vocational contexts. The qualification enables learners to develop their technical skills, such as market research skills, planning, promotional and financial skills using realistic work scenarios, and personal skills, (such as monitoring own performance, time management and problem solving) through a practical and skills-based approach to learning and assessment.

This qualification has three mandatory and one optional unit:

Unit 1: Exploring Business: Learners study the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive. This unit is coursework based, assessed by the teacher and moderated by the exam board.

Unit 2: Developing a Marketing Campaign: Learners will gain skills relating to, and an understanding of, how a marketing campaign is developed. This unit is assessed under supervised controlled assessment conditions.

Unit 3: Personal and Business Finance: Learners study the purpose and importance of personal and business finance. They will develop the skills and knowledge needed to understand, analyse and prepare financial information. This unit is assessed by a written examination set by Pearson.

Unit 8: Recruitment and Selection Process: Learners explore how the recruitment process is carried out in a business. The unit gives learners the opportunity to participate in selection interviews and review their performance. This unit is coursework based, assessed by the teacher and moderated by the exam board.

	Cycle 1	Cycle 2	Cycle 3
Year 12	Developing a Marketing Campaign (Unit 2) And Exploring Business (Unit 1)	Developing a Marketing Campaign (Unit 2) And Exploring Business (Unit 1)	Developing a Marketing Campaign (Unit 2) And Exploring Business (Unit 1)
Year 13	Personal and Business Finance (Unit 3)	Personal and Business Finance (Unit 3) And Recruitment and Selection Process (Unit 8)	Recruitment and Selection Process (Unit 8)

Future Careers:

Learners will acquire knowledge, understanding and skills to underpin their practical activities in assessment, which will complement their A Level Choices. Studying Business during Key Stage 5 will open up future opportunities for study at university or an apprenticeship and give you the skills to support the running of your own business.

