

**Cambridge National level 2 in Enterprise and Marketing**

**Design a business proposal:** 60 Mark assessment **25% of final grade**

**Market and pitch a business proposal:** 60 Mark assessment **25% of final grade**

**FINAL UNIT:**

**Enterprise and Marketing concepts:** Exam unit: 1 hour 15 minutes exam

Part A - comprising of 16 multiple choice questions (MCQs) • Part B – comprising short answer questions and three extended response questions. The extended response evaluation question will relate to LO4. 80 mark exam. **50% of final grade**

**Year 10**

Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
<b>Enterprise and marketing concepts</b>	Design a business proposal	Design a business proposal	Design a business proposal	Market and pitch a business proposal	Market and pitch a business proposal
In your first term you will learn about what business is. You will learn about starting an enterprise and the characteristics of an entrepreneur. You will learn all about how and why businesses segment markets and the importance of this. You will learn about market research and the application of this to businesses and the benefits.	You will start your first piece of coursework. Looking at a pre-release specification and planning the project.	You will complete your coursework matching all P, M, D criteria.	You will complete your coursework matching all P, M, D criteria.  <b><i>This unit will be submitted in the June of year 10.</i></b>	You will complete the learning and starting planning your write up.	You will start your first piece of coursework. Looking at a pre-release specification and planning the project.

Year 11

Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
<b>Market and pitch a business proposal</b>	<b>Enterprise and marketing concepts</b>	<b>Enterprise and marketing concepts</b>	<b>Enterprise and marketing concepts</b>	<b>Enterprise and marketing concepts</b>	<b>Exam leave</b>
<b><i>This unit will be submitted in the January of year 11.</i></b>	Looking at business Finances, you will look at all the aspects of making a business successful financially. Costs, revenue, break even and profit.	In this term you will look further at marketing. In particular the importance of designing a good product and the product life-cycle. You will also look at pricing and promotion.	This term you will look at some Business basics, crucially; business structure and legal ownership. You will also learn about financing new businesses and existing. Finally, business planning will be a main topic.	Finally, you will look at the 4 functional areas and the impact of all learnt content on them: Marketing Finance Operations Human resources  <b><i>You will sit your exam in June of year 11.</i></b>	