

	Autumn Term	Spring Term	Summer Term
Year 12	<p><b>Curriculum:</b></p> <p><b>Unit 1 Enterprise and Entrepreneurs:</b> you will study enterprise and the mindset of entrepreneurs, exploring the risks, opportunities, and constraints of starting an enterprise.</p> <p><b>Unit 2 Developing a Marketing Campaign:</b> you will gain skills relating to, and an understanding of, how a marketing campaign is developed.</p> <p><b>Unit 3 Personal &amp; Business Finance:</b> you will study the purpose and importance of personal and business finance. You will develop the skills and knowledge needed to understand, analyse, and prepare financial information.</p> <p><b>Unit 4 Launch and run an enterprise:</b> you will develop the skills and attributes to launch and run an enterprise. Most of the time allocated to this unit will be spent on the running of the enterprise.</p> <p><b>Unit 8 Enterprise and Intrapreneurship in Practice:</b> you will study the characteristics of successful entrepreneurs and consider the strategies that can influence the development of intrapreneurship in an organisation.</p> <p><b>Unit 13 Developing an enterprise strategy:</b> you will study the techniques used to develop an enterprise strategy for an enterprise idea, product, or service, with the aim of establishing it in the marketplace.</p>		
	<p><b>Formal Assessment:</b></p> <p><b>Unit 1 Enterprise and entrepreneurs:</b> internally assessed assignments/coursework.</p> <p><b>Unit 2 Developing a marketing campaign:</b> a task that is set and marked by Pearson based on a case study where you will be required to develop a marketing campaign. You will have a two-hour period to prepare your campaign, this will be followed by a three-hour exam where you will put together your campaign proposal.</p> <p><b>Unit 3 Personal and business finance:</b> Two-hour externally assessed written exam (May/June of Year 12).</p> <p><b>Unit 4 Launch and run an enterprise:</b> internally assessed assignments where you will research, run, and review the outcomes of your own enterprise.</p> <p><b>Unit 8 Enterprise and intrapreneurship in practice:</b> internally assessed assignments/coursework.</p> <p><b>Unit 13 Developing an enterprise strategy:</b> internally assessed assignments/coursework.</p>		
Year 13	<p><b>Curriculum:</b></p> <p><b>Unit 5 Survival and growth:</b> you will study the factors which influence the survival of enterprises and consider the strategies which can influence their growth and future direction.</p> <p><b>Unit 6 Business decision making:</b> you will study skills relating to the business concepts, processes and data developed in Year 12 to enable the formulation of business decisions and solutions.</p> <p><b>Unit 7 Social enterprise:</b> you will research and develop an understanding of organisations trading for social purposes, gaining practical experience in planning and running a short social enterprise activity.</p> <p><b>Unit 10 Recruitment and selection process:</b> you will explore how the recruitment process is carried out in a business. You will also have the opportunity to participate in selection interviews and review your performance:</p> <p><b>Unit 11 Marketing communications:</b> you will explore the use of marketing communications to enhance the image and reputation of a range of businesses.</p>		

<p><b>Unit 12 Principles of management:</b> you will learn how the role of management and leadership in the workplace contributes towards business success.</p>
<p><b>Assessment:</b></p> <p><b>Unit 5 survival and growth:</b> internally assessed assignments/coursework.</p> <p><b>Unit 6 Business decision making:</b> a three-hour exam that is set and marked by Pearson.</p> <p><b>Unit 7 Social enterprise:</b> internally assessed assignments/coursework.</p> <p><b>Unit 10 Recruitment and selection process:</b> internally assessed assignments/coursework.</p> <p><b>Unit 11 Marketing communications:</b> internally assessed assignments/coursework.</p> <p><b>Unit 12 Principles of management:</b> a task that is set and marked by Pearson based on a pre-release case study. The task is completed during a three-hour exam session.</p>

*\*At CamSF, assessment happens at many levels and is perhaps most important when teachers assess what students have learned and remembered within the classroom. Timely feedback is so important in enabling progress and knowledge retention.*