

Curriculum Detail – Enterprise & Marketing

	Autumn	Spring	Summer
1-YR Option	<p>Theory on different types of business, and the different functions necessary within a business.</p> <p>Theory of Market Research and Product Development as part of our first extended coursework - Design a Business Proposal.</p> <p>After the October half term, we then learn about how to calculate cost and profit, enabling each student to evaluate the financial viability of their product.</p>	<p>We commence learning about how to attract and retain customers, and this is done via our second piece of coursework. Students design their brand and advertising strategy and then after February half term learn how to pitch their proposal to an external audience, responding to questions in a public forum.</p> <p>Throughout the two pieces of coursework students are learning to objectively evaluate their work through gaining and responding to feedback.</p>	<p>The theory covered during the coursework is revised within the context of the final exam that takes place at the end of May.</p>