

MILLFIELD'S Enterprise



LEARNING JOURNEY

Take a look at what we are doing...

At Millfield, Enterprise is introduced to students in Year 9 through a project based task. At KS4, the Enterprise Qualification is OCR Cambridge Nationals in Enterprise and Marketing. This course starts in Year 10 and is completed over two years. Students study three areas, these are: R067 Enterprise and Marketing Concepts, R068 Design a Business Proposal and R069 Market and Pitch a Business Proposal

Careers

Business Advisor, Economist, Retail Manager, Risk Manager, Product Designer, Advertising manager, Social Media Manager

Post 16

Business Level 3, Business A-Level, Business Administration Apprenticeship, Project management Apprenticeship

Further Education

R067 EXAM

Finance

Sources of Finance

Ownership

Enterprise

Coursework Improvement Work

Coursework Submission

Reflection

Pitch

Presentation Skills

Promotion

Branding

Exam Unit

R067

Coursework

R069

Year 11

Fixed

Variable

Revenue

Risks

Slogan

Image

Skimming

Inflation

Copyright

Price

Place

USP

Financial viability

Risks & challenges

Coursework Submission

Coursework Improvement Work

Marketing mix

Promotion

SWOT

Self Assessment

Breakeven

Revenue, costs & profit

Pricing strategies

Function

Product Designs

Customer Profile

Market Research

Year 10

Self Assessment

Promotion

Business Finance

Product Design

Research Skills

Year 9

Survey

Focus group

USP

Profit

Design Mix

Competitor Audit

A JOURNEY TO BEING EXCEPTIONAL