



ENTERPRISE & MARKETING

CURRICULUM OVERVIEW



ENTERPRISE & MARKETING CURRICULUM- LONG TERM PLAN

CURRICULUM INTENT

At Nottingham Academy, our Cambridge National in Enterprise and Marketing curriculum is designed to equip students with specialized knowledge and skills for everyday use. This program challenges all students, including high achievers, by introducing demanding material and skills, encouraging independence and creativity, and providing tasks that engage with the most complex aspects of the National Curriculum. The qualification allows students to explore areas of personal interest deeply while enhancing learning across various curriculum areas.

This qualification is ideal for students who seek an engaging curriculum where they can apply their learning in practical, real-life situations. Activities include carrying out market research, planning a new product and pitching it to a panel of experts, and reviewing the financial viability of a business proposal. These activities help students develop independence and confidence in using skills relevant to the Business and Enterprise sector.

The curriculum emphasizes practical activities that build on theoretical knowledge, allowing students to put their learning into practice. It also focuses on developing valuable transferable skills such as verbal communication and presentation, research, analytical skills, and digital presentation.

Adaptations for students with SEND needs include differentiated instruction and resources tailored to diverse learning requirements. We utilize visual aids, hands-on activities, and technology to enhance understanding and engagement. Regular assessments and personalized feedback are integral to our approach, ensuring all students know more, remember more, and do more. By focusing on these principles, we aim to ensure every student can excel and thrive in Enterprise and Marketing, gaining more knowledge, retaining it effectively, and applying it confidently.

Our goal is to inspire students to become independent, creative, and confident individuals well-prepared for the Business and Enterprise sector and beyond. By providing a curriculum that is both engaging and challenging, we ensure that all students leave Nottingham Academy with the skills and knowledge they need to succeed.

KEY CONCEPTS

<p>Market Research</p> <ul style="list-style-type: none"> • Understanding Methods: Learn various primary and secondary research methods to gather relevant data. • Data Analysis: Analyse data to understand market segments and customer profiles. 	<p>Financial Viability</p> <ul style="list-style-type: none"> • Cost Calculation: Calculate costs, revenues, and profits to determine the financial viability of business proposals. • Break-even Analysis: Understand and perform break-even analysis for business decision-making. 	<p>Marketing Mix</p> <ul style="list-style-type: none"> • Strategy Development: Develop strategies for product, price, place, and promotion to enhance business performance. • Campaign Creation: Create marketing campaigns to effectively promote products. 	<p>Entrepreneurial Characteristics</p> <ul style="list-style-type: none"> • Identifying Traits: Recognize key traits and skills necessary for successful entrepreneurship. • Risk and Reward: Assess the risks and rewards associated with entrepreneurial ventures.
<p>Business Proposal Development</p> <ul style="list-style-type: none"> • Designing Proposals: Create comprehensive business proposals based on market research and financial analysis. • Feasibility Evaluation: Evaluate the feasibility and potential success of business ideas. 	<p>Branding and Promotion</p> <ul style="list-style-type: none"> • Brand Identity: Develop and manage brand identity to attract and retain customers. • Promotional Strategies: Implement various promotional strategies to enhance brand visibility and sales. 	<p>Pitching Skills</p> <ul style="list-style-type: none"> • Professional Pitching: Plan and deliver effective business pitches to potential investors or stakeholders. • Feedback Integration: Incorporate feedback to refine and improve pitching skills. 	<p>Business Operations and Ownership</p> <ul style="list-style-type: none"> • Business Structures: Understand different types of business ownership and structures. • Operational Management: Manage business operations and resources efficiently.

KEY CONCEPTS MAPPING

	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
Year 10	Market Research; Data; Market Segmentation (Unit R068) Market Research; Sampling Methods; Using Research Tools; Review Market Research (Unit R068)	Identify Customer Profile (Unit R068) Create a Design Mix; Review and Finalize Design (Unit R068)	Cost, Revenue, Profit and Loss; Break-Even; Cash (Unit R067) Financial Viability (R068)	Financial Viability; Risks and Challenges. (Unit R068)	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	Practice Pitch; Feedback; Professional Pitch (Unit R069)	Review Brand Pitch and Skills; NEA Assessment (Working On) (Unit R069)	Entrepreneurial Characteristics; Risk and Reward (Unit R068)	Ownership; Capital; Support; Exam Revision (Unit R067)	Examination (Final Opportunity); Resubmission Opportunity (Unit R067)
Year 12 Business Studies	Unit 4 - Customers and Communication		Unit 1 - The Business Environment			Unit 8 - Introduction to Human Resources
Year 13 Business Studies	Finish Unit 8 - Introduction to Human Resources	Unit 2 - Working in Business	Unit 5 - Marketing and Market Research			

ENTERPRISE & MARKETING KEY CONCEPTS

Market Research	Financial Viability	Marketing Mix	Entrepreneurial Characteristics
Business Proposal Development	Branding and Promotion	Pitching Skills	Business Operations and Ownership

DISCIPLINARY LITERACY- KEYWORDS & TERMINOLOGY

	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
Year 10	<p>Market Research; Data; Market Segmentation (Unit R068) Market Research; Sampling Methods; Using Research Tools; Review Market Research (Unit R068)</p> <p>Keywords: market research, primary data, secondary data, survey, focus group, target market, trend analysis, consumer behaviour, competitor analysis, market segmentation</p>	<p>Identify Customer Profile (Unit R068)</p> <p>Keywords: customer profile, demographics, psychographics, customer needs, customer preferences, persona, target audience, consumer insights, segmentation criteria, lifestyle analysis</p>	<p>Create a Design Mix; Review and Finalize Design (Unit R068)</p> <p>Keywords: design mix, product design, functionality, aesthetics, cost, product development, prototyping, user feedback, design iteration, market feasibility</p>	<p>Cost, Revenue, Profit and Loss; Break-Even; Cash (Unit R067)</p> <p>Keywords: cost, revenue, profit, loss, break-even analysis, fixed costs, variable costs, cash flow, financial forecast, budgeting</p> <p>Financial Viability; Risks and Challenges; (Unit R068)</p> <p>Keywords: financial viability, risk assessment, financial challenges, investment appraisal, financial planning, capital, expenditure, return on investment, financial strategy,</p>	<p>Marketing mix; advertising medium; promotion (R067)</p> <p>Branding; opportunities and threats (R069)</p>	<p>R067 (TA4): PR; selling; product lifecycle; pricing strategies*</p> <p>R069 (TA2): Promotional plan and materials</p>
Year 11	<p>Planning a Pitch and Presentation Skills (Unit R069)</p> <p>Keywords: pitch planning, presentation skills, public speaking, audience engagement, visual aids, pitch structure, persuasive techniques, communication, investor relations, feedback</p>	<p>Practice Pitch; Feedback; Professional Pitch (Unit R069)</p> <p>Keywords: practice pitch, constructive feedback, pitch refinement, presentation delivery, body language, Q&A session, professional demeanour, rehearsal, pitch evaluation, improvement</p>	<p>Review Brand Pitch and Skills; NEA Assessment (Working On) (Unit R069)</p> <p>Keywords: brand pitch, branding, promotional materials, marketing strategy, customer engagement, brand identity, NEA assessment, market positioning, value proposition, brand awareness</p>	<p>Entrepreneurial Characteristics; Risk and Reward (Unit R068)</p> <p>Keywords: entrepreneurship, risk management, reward analysis, innovation, resilience, business opportunity, strategic thinking, business planning, entrepreneurial traits, decision making</p>	<p>Ownership; Capital; Support; Exam Revision (Unit R067)</p> <p>Keywords: business ownership, sole proprietorship, partnership, corporation, equity, debt financing, capital structure, business support, exam preparation, revision techniques</p>	<p>Examination (Final Opportunity); Resubmission Opportunity (Unit R067)</p> <p>Keywords: final examination, exam techniques, time management, revision strategies, knowledge consolidation, resubmission, coursework improvement, exam practice, stress management, assessment review</p>
Year 12 Business Studies	<p>Unit 4 - Customers and Communication</p> <p>Keywords: customer needs, customer behaviour, communication methods, verbal communication, non-verbal communication, digital communication, customer relationships, business communication, legal standards, ethical standards</p>		<p>Unit 1 - The Business Environment</p> <p>Keywords: business activity, business sectors, business ownership, economic factors, political factors, legal frameworks, social trends, technological trends, strategic planning, functional areas</p>			<p>Unit 8 - Introduction to Human Resources</p> <p>Keywords: human resources, HR functions, HR planning, employee motivation, employee training, recruitment, selection, performance appraisal, employee development, confidentiality</p>

<p>Year 13 Business Studies</p>	<p>Finish Unit 8 - Introduction to Human Resources</p> <p>Keywords: HR strategies, organizational performance, employee engagement, employee retention, productivity, organizational culture, HR plans, HR best practices, employee management, legal compliance</p>	<p>Unit 2 - Working in Business</p> <p>Keywords: business protocols, business meetings, business documents, organizational procedures, productivity, business operations, meeting planning, stakeholder communication, prioritization, efficiency</p>	<p>Unit 5 - Marketing and Market Research</p> <p>Keywords: marketing strategies, market research, data analysis, product development, pricing strategy, promotional strategy, distribution channels, marketing plan, customer behaviour, market trends</p>	
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ADAPTATIONS FOR SEND STUDENTS IN ENTERPRISE & MARKETING LESSONS

GENERAL ENTERPRISE & MARKETING SEND STRATEGIES

<p>READING SUPPORT</p> <ul style="list-style-type: none"> • Provide summaries of research articles. • Use graphic organizers to help students understand and organize data. • Use simplified texts and glossaries for financial terminology. • Provide visual aids and step-by-step guides for financial calculations. • Use annotated examples of marketing materials. • Provide summaries and visual aids to explain marketing concepts. • Use biographies and stories of entrepreneurs to engage students. • Provide summaries and visual aids to explain entrepreneurial traits. • Use templates and guided practice for writing proposals. • Provide summaries and visual aids to explain proposal components. • Use visual aids and multimedia resources to explain branding. • Provide summaries and visual aids to explain promotional strategies. • Use visual aids and multimedia resources to explain pitching techniques. • Provide practice opportunities and feedback to build confidence. • Use case studies and real-life examples to explain business structures. • Provide summaries and visual aids to explain business operations.
<p>EXAM PREPARATION</p> <ul style="list-style-type: none"> • Use practice exams with simplified language and clear instructions. • Provide extra time and a quiet environment for exam practice. • Break down exam content into manageable sections for revision. • Use visual aids and summaries to help students retain information.

SEND WITHIN ENTERPRISE & MARKETING KEY CONCEPTS

<p>Market Research</p> <ul style="list-style-type: none"> • Use visual aids and simplified language. • Provide step-by-step instructions for research tasks. 	<p>Financial Viability</p> <ul style="list-style-type: none"> • Use calculators and visual aids for calculations. • Provide practical examples to explain concepts. 	<p>Marketing Mix</p> <ul style="list-style-type: none"> • Use role-play to explore different marketing strategies. • Provide visual examples of marketing materials. 	<p>Entrepreneurial Characteristics</p> <ul style="list-style-type: none"> • Use biographies of famous entrepreneurs to illustrate traits. • Provide opportunities for collaborative group work.
<p>Business Proposal Development</p> <ul style="list-style-type: none"> • Break tasks into smaller, manageable steps. • Provide templates and guided practice sessions. 	<p>Branding and Promotion</p> <ul style="list-style-type: none"> • Use visual aids and multimedia resources. • Provide examples of successful branding and promotional campaigns. 	<p>Pitching Skills</p> <ul style="list-style-type: none"> • Provide opportunities for practice in a safe environment. • Use peer and teacher feedback to build confidence. 	<p>Business Operations and Ownership</p> <ul style="list-style-type: none"> • Use case studies to explain different business structures. • Provide real-life examples and visual aids.

LONG TERM PLAN- A CURRICULUM OVERVIEW

	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
Year 10	<p>Market Research; Data; Market Segmentation (Unit R069)</p> <p>Students will understand the processes involved in market research, including identifying target audiences and gathering relevant data to support their marketing strategies. They will learn various methods of data collection, such as surveys and focus groups, and analyse the data to segment the market. This will involve understanding consumer behaviour and preferences, and how these insights can be used to inform business decisions.</p>	<p>Market Research; Sampling Methods; Using Research Tools; Review Market Research (Unit R069)</p> <p>Students will explore key concepts of market research, such as sampling methods and the use of research tools. They will conduct comprehensive market research using primary and secondary data collection techniques. Students will review their findings to evaluate the effectiveness of their research methods and refine their approach to gathering and interpreting data.</p>	<p>Identify Customer Profile (Unit R068)</p> <p>Students will develop detailed customer profiles based on market research, analysing demographic and psychographic data to understand customer needs and preferences. They will learn to create personas that represent different segments of their target market, which will help in tailoring marketing strategies and product offerings to meet the specific needs of different customer groups.</p>	<p>Create a Design Mix; Review and Finalize Design (Unit R068)</p> <p>Students will design a comprehensive product proposal, considering market needs, product features, and design aesthetics. They will explore the elements of the design mix, including functionality, cost, and aesthetics, to create a product that appeals to their target market. Students will review and refine their product designs based on feedback from peers and potential customers, ensuring the final design is both innovative and marketable.</p>	<p>Cost, Revenue, Profit and Loss; Break-Even; Cash (Unit R067)</p> <p>Students will learn to calculate costs, revenues, profits, and losses, understanding the financial aspects of running a business. They will perform break-even analysis to determine the point at which their business will start to make a profit. Students will also manage cash flow, ensuring that the business can meet its financial obligations and continue to operate effectively.</p>	<p>Financial Viability; Risks and Challenges; NEA Assessment (Working On) (Unit R067)</p> <p>Students will assess the financial viability of their business proposals, identifying potential risks and challenges. They will learn to create financial forecasts and budgets, evaluating different scenarios to determine the best course of action. Students will work on their Non-Exam Assessment (NEA) to demonstrate their understanding of financial planning and risk management in a business context.</p>
Year 11	<p>Planning a Pitch and Presentation Skills (Unit R069)</p> <p>Students will plan and develop their pitching and presentation skills, preparing to deliver effective business pitches to potential investors or stakeholders. They will learn how to structure a compelling pitch, including the key elements such as problem statement, solution, market opportunity, and financial projections. Students will practice their delivery, focusing on clear communication, confident body language, and persuasive techniques.</p>	<p>Practice Pitch; Feedback; Professional Pitch (Unit R069)</p> <p>Students will practice their pitches, receive feedback, and refine their presentation techniques to deliver professional business pitches. They will participate in mock pitch sessions, where they will present their business proposals to peers and teachers, who will provide constructive feedback. Students will use this feedback to improve their pitches, ensuring they are well-prepared for real-world presentations.</p>	<p>Review Brand Pitch and Skills; NEA Assessment (Working On) (Unit R069)</p> <p>Students will review their brand pitches, enhance their promotional materials, and complete their Non-Exam Assessments (NEA). They will evaluate the effectiveness of their branding strategies, making necessary adjustments to improve brand recognition and customer engagement. Students will also work on refining their marketing materials, such as brochures, advertisements, and digital content, to ensure they effectively communicate the value of their brand.</p>	<p>Entrepreneurial Characteristics; Risk and Reward (Unit R068)</p> <p>Students will explore entrepreneurial characteristics, assess risks and rewards, and develop essential business skills. They will learn about the traits and behaviours that contribute to entrepreneurial success, such as innovation, resilience, and strategic thinking. Students will analyse different business opportunities, evaluating the potential risks and rewards associated with each. They will develop strategies to manage risk and maximize the likelihood of success in their entrepreneurial ventures.</p>	<p>Ownership; Capital; Support; Exam Revision (Unit R067)</p> <p>Students will learn about different types of business ownership, capital structures, and support mechanisms. They will explore the advantages and disadvantages of various ownership models, such as sole proprietorships, partnerships, and corporations. Students will also learn about different sources of capital, including equity and debt financing, and the importance of having access to support networks and resources. Additionally, students will engage in intensive exam revision, reviewing key concepts and practicing exam techniques to ensure they are well-prepared for their assessments.</p>	<p>Examination (Final Opportunity); Resubmission Opportunity (Unit R067)</p> <p>Students will finalize their exam preparations, revise key concepts, and complete any necessary resubmissions for their assessments. They will participate in revision sessions, focusing on areas where they need improvement, and practice answering exam questions under timed conditions. Students will also have the opportunity to resubmit any coursework or assessments that require additional work, ensuring they achieve the best possible outcomes.</p>

Year 12 Business Studies	Unit 4 - Customers and Communication Students will investigate customer needs and behaviours, developing effective communication strategies tailored to different customer segments. They will study various communication methods, including verbal, non-verbal, and digital communication, and learn how to use these methods to build strong customer relationships. Students will create business communication materials, such as emails, reports, and presentations, ensuring they adhere to legal, ethical, and security standards. They will also evaluate the effectiveness of different communication strategies in achieving business objectives.		Unit 1 - The Business Environment Students will explore the business environment by examining different types of business activity, sectors of operation, and business ownership. They will analyse the internal and external factors that influence business performance, such as economic conditions, political and legal frameworks, and social and technological trends. Students will study how functional areas within businesses, such as marketing, finance, and operations, interrelate and support each other. They will also learn about the importance of strategic planning and how businesses can adapt to changes in the external environment.	Unit 8 - Introduction to Human Resources Students will gain an introduction to human resources, learning about HR functions, factors affecting HR planning, employee motivation, and training. They will study different approaches to HR management, including recruitment, selection, performance appraisal, and employee development. Students will learn how to design and implement HR strategies that align with organizational goals and improve employee performance. They will also study methods of measuring employee performance and maintaining confidentiality in HR, ensuring compliance with legal and ethical standards.
	Year 13 Business Studies	Finish Unit 8 - Introduction to Human Resources Students will complete their studies on human resources, focusing on the implementation of HR strategies and evaluating their impact on organizational performance. They will study best practices in employee management, including methods for improving employee engagement, retention, and productivity. Students will also learn about the role of HR in fostering a positive organizational culture and supporting business objectives. They will apply their knowledge by developing HR plans and strategies for real or simulated business scenarios.	Unit 2 - Working in Business Students will delve into working in business, learning about business protocols, arranging and conducting meetings, and effectively using business documents. They will study the importance of following organizational protocols and procedures, and how these contribute to efficient business operations. Students will learn how to plan, organize, and conduct business meetings, ensuring they are productive and achieve their objectives. They will also develop skills in using various business documents, such as invoices, purchase orders, and reports, and understand how to prioritize business activities and communicate effectively with stakeholders.	Unit 5 - Marketing and Market Research Students will explore marketing and market research, understanding the role of marketing in business, conducting market research, and analysing data. They will study different marketing strategies, including product development, pricing, promotion, and distribution, and learn how to create effective marketing plans. Students will conduct market research using various methods, such as surveys, focus groups, and interviews, and analyse the data to gain insights into customer behaviour and market trends. They will present their findings in professional formats, such as reports and presentations, and develop marketing strategies that comply with business constraints and achieve business objectives.

ENTERPRISE & MARKETING AT PRIMARY PHASE- AT A GLANCE

Whilst Enterprise & Marketing is not a Primary Phase subject, we have identified areas of the Computing Curriculum at Primary, and how our 8 Key Disciplines are covered for Enterprise and Marketing.

Early Years Foundation Stage (EYFS)		
All Terms: Introduction to using the Interactive Whiteboard (IWB) and understanding the purpose of ICT in school and at home- Product Development (Green): Introducing basic ICT skills and understanding how technology can be used in product development.		
<p>Year 1</p> <ul style="list-style-type: none"> Term 1: Programming A Coding: Moving a Robot Beebots- Product Development: Learning basic coding to understand how to develop simple products. Term 3: Creating Media Digital Writing- Pitching: Developing digital writing skills which can be used in creating business pitches. Term 4: Data and Information Grouping Data Pictograms- Market Research: Introducing data grouping and pictograms to understand basic data analysis. 	<p>Year 2</p> <ul style="list-style-type: none"> Term 1: Programming A Coding: Moving a Robot Beebots- Product Development: Building on coding skills to enhance product development understanding. Term 3: Creating Media Digital Writing- Pitching: Enhancing digital writing for effective business communication. Term 4: Data and Information Grouping Data Pictograms- Market Research: Developing further data grouping and analysis skills using pictograms. 	<p>Year 3</p> <ul style="list-style-type: none"> Term 1: Programming A Coding: Moving a Robot Beebots- Product Development: Reinforcing coding skills for product development. Term 3: Creating Media Digital Writing- Pitching: Strengthening digital writing for creating persuasive business pitches. Term 4: Data and Information Grouping Data Pictograms- Market Research: Expanding skills in data grouping and analysis with a focus on market research.
<p>Year 4</p> <ul style="list-style-type: none"> Term 1: Connecting Computers- Promotional Strategies: Understanding how different computer systems connect can be related to networking in promotional strategies. Term 3: Desktop Publishing- Branding: Learning desktop publishing to create marketing and branding materials. Term 4: Programming A Coding: Sequencing Sounds (Scratch)- Product Development: Enhancing coding skills by sequencing sounds, which can be linked to product features. Term 6: Branching Databases- Market Research: Using databases to organize and analyse information for market research. 	<p>Year 5</p> <ul style="list-style-type: none"> Term 1: Sharing Information- Promotional Strategies: Learning how to share information effectively as part of promotional activities. Term 2: Video Editing- Branding: Creating videos to enhance branding and promotional efforts. Term 3: Programming A Selection in Physical Computing- Product Development: Applying coding to physical devices, relating to developing tangible products. Term 4: Flat File Databases- Financial Planning: Organizing and managing data, crucial for financial planning. Term 5: Vector Drawing- Branding: Creating vector graphics to develop logos and other branding materials. Term 6: Use PowerPoint- Pitching: Developing presentation skills for pitching business ideas. 	<p>Year 6</p> <ul style="list-style-type: none"> Term 1: Variables in Games - Education Minecraft- Entrepreneurial Skills: Understanding variables and game mechanics, fostering innovation and strategic thinking. Term 2: Webpage Creation- Promotional Strategies: Creating and managing webpages as part of online promotional strategies. Term 3: Introduction to Spreadsheets- Financial Planning: Using spreadsheets for calculations and financial data management. Term 4: Internet Communication- Pitching: Learning online communication skills useful for business pitches. Term 6: 3D Modelling - Education Minecraft- Product Development: Using 3D modelling to design and visualize new products.

ENTERPRISE & MARKETING KEY CONCEPTS

Market Research	Financial Viability	Marketing Mix	Entrepreneurial Characteristics
Business Proposal Development	Branding and Promotion	Pitching Skills	Business Operations and Ownership

NOTTINGHAM ACADEMY ENTERPRISE & MARKETING & NATIONAL CURRICULUM COMPLIANCE

Here's how the Enterprise & Marketing curriculum aligns with various subjects in the National Curriculum for primary and secondary education:

Mathematics	Science	Design & Technology
<p>Nottingham Academy Curriculum Alignment:</p> <ul style="list-style-type: none"> Market Research: Integrates with data handling and statistics units where students collect, present, and interpret data. Financial Planning: Supports understanding of money, budgeting, and profit calculations, enhancing real-world application of arithmetic. 	<p>Nottingham Academy Curriculum Alignment:</p> <ul style="list-style-type: none"> Market Research: Connects with scientific enquiry by using surveys and experiments to gather data. Product Development: Ties in with materials science by selecting appropriate materials for product design. 	<p>Nottingham Academy Curriculum Alignment:</p> <ul style="list-style-type: none"> Product Development: Core to designing, making, and evaluating products. Entrepreneurial Skills: Encourages innovation and problem-solving in creating marketable products.
English	Computing	Geography
<p>Nottingham Academy Curriculum Alignment:</p> <ul style="list-style-type: none"> Branding: Enhances persuasive writing skills through creating advertisements and marketing copy. Pitching: Develops speaking and listening skills through presentations and pitches. 	<p>Nottingham Academy Curriculum Alignment:</p> <ul style="list-style-type: none"> Promotional Strategies: Utilizes digital literacy to create promotional campaigns. Branding: Uses multimedia tools to develop and communicate brand identities. 	<p>Nottingham Academy Curriculum Alignment:</p> <ul style="list-style-type: none"> Market Research: Employs fieldwork techniques to understand consumer behaviour in different locations. Ethical and Environmental Considerations: Discusses sustainability and human impact on the environment.
Citizenship	Art & Design	
<p>Nottingham Academy Curriculum Alignment:</p> <ul style="list-style-type: none"> Financial Planning: Teaches economic principles and personal finance management. Entrepreneurial Skills: Explores the role of business and entrepreneurship in society. 	<p>Nottingham Academy Curriculum Alignment:</p> <ul style="list-style-type: none"> Branding: Uses creativity in visual communication to develop logos and marketing materials. Product Development: Engages in the design process to create innovative products. 	