



Curriculum Statement

Enterprise and Marketing

KS4: Year 9 and 10 follow the OCR Enterprise and marketing course.

Thornaby Academy is committed to improving the life chances of its students and therefore Marketing and Enterprise supports students in developing entrepreneurial and business skills so that beyond school, they are able to create opportunities to make an income and to raise personal aspirations. These skills are particularly important given the context of the school in an area of social and economic deprivation. The OCR course offers external accreditation which boosts student self-esteem and motivation. Assessment is based upon the completion of modules, which make it accessible to all learners.