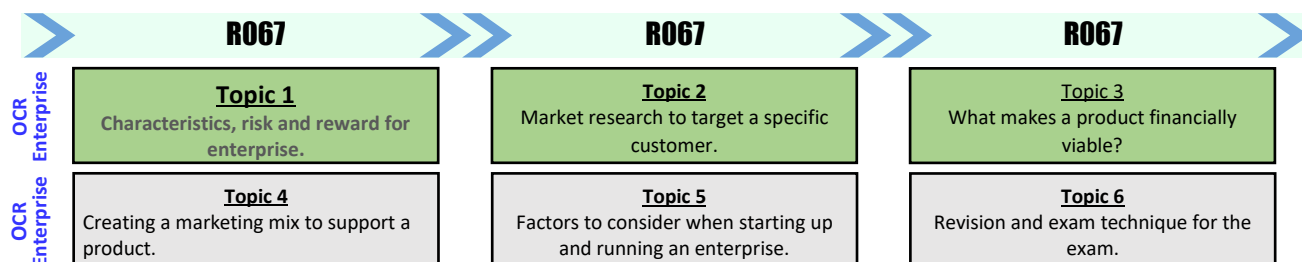




## OCR Enterprise and marketing

### Learning Journey: Topic 1: Characteristics, risk and reward for enterprise

<b>1.1 Characteristics of successful entrepreneurs</b>	This section covers why each characteristic may help the entrepreneur to be successful.
<b>Characteristics of successful entrepreneurs (Knowledge):</b>	
7 characteristics of successful entrepreneurs	
<b>Keywords</b>	<b>Creativity   Innovation   Risk-taking   Communication   Negotiation   Confidence   Determination</b>
<b>1.2 Potential rewards for risk taking</b>	This section is about the possible rewards for risk taking.
<b>Potential rewards for risk taking (Knowledge):</b>	
4 rewards of taking a risk	
<b>Keywords</b>	<b>Financial   Independence   Self-satisfaction   Making a difference/change</b>
<b>1.3 Potential drawbacks for risk taking</b>	Here you will learn the drawbacks when entrepreneurs take risks.
<b>Potential drawbacks for risk taking (Knowledge):</b>	
4 drawbacks of taking risks	
<b>Keywords</b>	<b>Financial   Health/wellbeing   Work-life balance   Personal relationships</b>
<b>Skills</b>	<b>Knowledge – multiple choice, short answer questions, medium answer questions and an extended answer</b>
<b>Links to the wider world/case study</b>	





## OCR Enterprise and marketing

### Learning Journey: Topic 1: Characteristics, risk and reward for enterprise

Revision							
😊				😞			
Revision, Test and Closing the Gap for topics covered so far							
TEST RESULT				Target Grade:			
Mark:		Percentage		Grade:		On Target?	

