

OCR CAMBRIDGE NATIONAL CERTIFICATE IN ENTERPRISE & MARKETING

What Will I Be Studying?

All learners will study three mandatory topics:

- Enterprise and marketing concepts
- Design a business proposal
- Market and pitch a business proposal

The first topic underpins the wider learning in this qualification. Learners will develop essential knowledge and understanding of enterprise and marketing concepts, which can be applied to the other units within the qualification. Through the first topic learners will understand the main activities that will need to happen to support a start-up business and what the key factors are to consider in doing so.

In the second topic, learners will develop the skills to design a business proposal to meet a specific business challenge. They will identify a customer profile for a specific product, complete market research to generate product design ideas and use financial calculations to propose a pricing strategy and determine the viability of their product proposal. The knowledge and skills developed by completing this unit will assist learners in the third topic of this qualification.

In the third topic, learners will develop the skills to create a brand identity and promotional plan for their specific business product proposal, developed in the second topic. They will develop pitching skills in order to pitch their business proposal to an external audience. Finally, they will review their pitching skills and business proposal using their learning, self-assessment and other gathered feedback. The knowledge and skills developed by completing this topic will be transferable to further, related learning in areas such as enterprise, marketing or business.

How Will I Be Assessed?

This course is made up of three mandatory units:

Unit R064: Enterprise and marketing concepts	Unit R065: Design a business proposal	Unit R066: Market and pitch a business proposal
<ul style="list-style-type: none">• 1 hour 30 minute written examination• 80 marks• 50% of total qualification	<ul style="list-style-type: none">• OCR-set assignment• 60 marks• Centre assessed and OCR moderated• 25% of total qualification	<ul style="list-style-type: none">• OCR-set assignment• 60 marks• Centre assessed and OCR moderated• 25% of total qualification

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Who Would Enjoy This Course?

Enterprise and Marketing are two of the most interesting, relevant and varied subjects available. Newspaper and television headlines offer continual reminders of how important the business world is to us all. In recent years much attention has been directed to issues such as fair trade, business ethics, global warming and the credit crunch. If you are interested in running your own business, this is the course for you. Regardless of your ambitions, every organisation needs to control costs, motivate its staff and recruit / retain the right people.

How Will This Course Help Me In The Future?

Our students often go on to study the subject at key stage 5 with a significant proportion then going on to university to study business related-degrees. Many pursue careers in areas such as marketing, finance, HR and accountancy.