



# Technical Award Business: Enterprise & Marketing



## Introduction/ Why Study OCR Cambridge National in Enterprise & Marketing?

This qualification is designed for learners who want an introduction to business that includes a vocational and hands-on element. It has been developed to enthuse and inspire learners about a career in marketing and enterprise. The qualification will appeal to learners who think they might want one day run their own business.

## Exam Board

The examination board is OCR. More details, including the full specification (syllabus) available at:  
<https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/>

## What Will I Study / What Skills Will I Develop?

OCR Enterprise & Marketing is a modular course, currently made up of 3 units:

1. **Enterprise and marketing concepts.** Learners will develop essential knowledge and understanding of enterprise and marketing concepts. This is an examined unit.
2. **Design a business proposal.** Learners will identify a customer profile for a specific product and complete market research to generate product design ideas. They will then use financial calculations to propose a pricing strategy and determine the viability of their product proposal.
3. **Market and pitch a business proposal.** Learners will develop the skills to create a brand identity and a promotional plan for their product proposal from Unit 2. They will develop presentation skills in order to pitch their business proposal to an external audience – “Dragon’s Den” style.

## How Will I Be Assessed?

Portfolio evidence accounts for 60% of the final marks. For this element, students work on assignments, primarily producing written reports to support their ideas. There is also an exam covering all aspects of the course, accounting for the remaining 40% of the final marks. You have to achieve a Level 2 pass in the examined unit to pass the course at Level 2.

## Points to Consider When Selecting This Option

The school offers two Business options, OCR Enterprise and Marketing and GCSE Business Studies. OCR Enterprise and Marketing is a more ‘hands on’, activities-based course with a greater emphasis on assessment through controlled assessment which must be completed under teacher supervision, meeting regular deadlines.

Note: If your child would like to take either of the business options, please tick/select the “Business Studies” option on the form. We will then advise you of our suggested pathway. If you/your child does have a preference then please indicate this on the form, for our consideration.

## What Might OCR Enterprise & Marketing Lead To?

With further training or study, students may progress into business related careers such as accounting, customer service, finance etc. The course provides an appropriate platform for study at Level 3 and is particularly appropriate for progression on to applied learning courses. For progression to traditional A levels the Level 2 OCR Cambridge National is best combined with a range of standard GCSE options.

## Other Information

- We intend to run a number of trips to gather research that will help you write your assignments.
- For further details please contact lead teacher, Mr I. Barnes ([lbarnes@wadebridge.cornwall.sch.uk](mailto:lbarnes@wadebridge.cornwall.sch.uk))