



Business

Qualification: OCR Cambridge National Level 2 in Enterprise & Marketing
Head of Department: Mrs M Moore
Exam Board: OCR

Why study Business?

If you are interested in the world of work and would like to develop some of the skills needed for the workplace then this course may be for you. The core units are; Enterprise and marketing concepts, Design a business proposal and Market and pitch a business proposal.

What will I learn?

Students will learn about the techniques businesses use to understand their market and develop products, investigate what makes a product viable and understand how businesses attract and retain customers. They will also learn about key aspects of small businesses, including ownership and functional activities.

Students will **create a researched and costed business proposal**. Students will undertake activities such as *conducting market research, presenting data, using idea generation tools, seeking and acting on feedback, and costing proposals*.

Students will **prepare for and pitch their own business proposal**. Alongside *developing a brand identity* students will *investigate how to best promote their product and then plan and prepare their pitch*. After delivering their practice and professional pitch they will *review their own performance and business proposal*.

How will the course be structured?

Students will have 2 lessons a week and will complete 3 units, over three years.

How will I be assessed?

The course is assessed by coursework (60%) at regular points through the course and there is an external assessment which makes up 40% of the qualification. Regular feedback and support will be given to enable students to improve their grades. The course is graded at a Pass, Merit or Distinction.

Distinction* is worth A* (8)

Distinction is worth A (7)

Merit is worth B (6)

Pass is worth C (5)

What career opportunities are there?

Having studied Business you will be able to go on to further study in this subject at Coppice Performing Arts Sixth Form, College or through Work Based Learning. Equally learners will be able to enter employment in careers such as Accountancy and Finance, Administration, Customer Service, Marketing and Retail.

How can I get further information?

Please see Ms M Moore, Head of Business Studies.