



OCR Level 2 Cambridge National in Enterprise and Marketing

Introduction and course overview

The Enterprise and Marketing OCR Cambridge National course is a very practical course with a close focus on enterprise and entrepreneurship, as well as applied skills and scenarios from the real world. Students will develop and build upon practical business skills through the design of an original product which meets a specific business challenge. This includes market research, designing, scoping and costing products as they might in a real business.

Unit 1 - Enterprise and marketing concepts

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.

Unit 2 - Design a business proposal

In unit 2, students are provided with a business challenge. From this they will create researched and costed business proposal. Students will need to undertake activities such as conducting market research, presenting data, using idea generation tools, seeking and acting on feedback, and costing proposals. This unit will develop students' self-assessment, collaborative working, creativity, numeracy, research and evaluative skills.

Unit 3 - Market and pitch a business proposal

In unit 3, students will prepare for and pitch their own business proposal that they developed in unit 2. 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. This unit will develop the students' analysis and self-evaluative skills as well as those relating to self-presentation.



Aims of the course

- Develop key business knowledge for small and growing businesses
- Develop verbal and non-verbal essential business communication
- Put into practice key business knowledge
- Develop independent working and self-management

Method of assessment

Unit 1 (50%) - 75-minute written Paper set and marked by the exam board

Unit 2 (25%) – Controlled assessment completed in class time

Unit 3 (25%) - Controlled assessment completed in class time

Useful resources and further information

<http://www.ocr.org.uk/Images/115888-specification.pdf>