

# Business Studies (Enterprise & Marketing)

Cambridge National – Exam Board: OCR



Saint Joseph's  
CATHOLIC SCHOOL

## Assessment:

- **Unit R067** – Enterprise and marketing concepts which will be externally examined
- **Unit R068** – Design a business proposal: this will be a Non-Exam Assessment Unit (NEA)
- **Unit R069** – Market and pitch a business proposal: this will also be a Non-Exam Assessment Unit

## Key Information:

### R067: Enterprise and Marketing Concepts

Assessed by an exam. Pupils will learn about the key factors to consider and what needs to happen to operate a successful small start-up business. Topics include:

- Characteristics, risk & reward for enterprise
- Market research to target a specific customer
- What makes a product financially viable
- Creating a marketing mix to support a product
- Factors to consider when starting up and running an enterprise.

### R068: Design a Business Proposal

Assessed by a set assignment. Pupils 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. Topics include:

- Market research
- How to identify a customer profile
- Develop a product proposal for a business brief
- Review whether a business proposal is financially viable
- Review the likely success of the business proposal

### R069: Market and Pitch a Business Proposal

This is assessed by a set assignment. In this unit, pupils will develop pitching skills to be able to pitch your business proposal to an external audience. Finally, pupils will review their pitching skills and business proposal using self-assessment and feedback gathered. Topics include:

- Develop a brand identity to target a specific customer profile
- Create a promotional campaign for a brand and product
- Plan and pitch a proposal
- Review a brand proposal, promotional campaign and professional pitch.

## Who is this course for?

The Cambridge National in Enterprise and Marketing will equip pupils with sound specialist knowledge and skills for everyday use. It will challenge all pupils, including high attaining students, by introducing them to demanding material and skills; encouraging independence and creativity; and providing tasks that engage with the most taxing aspects of the National Curriculum. This course will really help you understand the modern business world!

## Skills Gained:

- Verbal communication/presentation,
- Research
- Problem solving
- Analytical skills
- Digital presentation, planning and creative thinking.
- Apply knowledge, understanding and skills in a range of situations to plan and carry out investigations and tasks, testing solutions, and working safely
- evaluating information clearly and making some basic adaptations to methods used

## Linked careers:

- Marketing
- HR
- Finance
- Law
- Running your own business!

For more information, see the full course specification:

[ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-2-j837/](https://ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-2-j837/)

Or scan here:

