

OCR Level 1/2 Cambridge National Certificate in Enterprise and Marketing (603/0646/4)

Who is this qualification for?

This qualification is for students aged 14-16 who wish to develop applied knowledge and practical skills in enterprise and marketing. It is designed with both practical and theoretical elements, which will prepare you for further study in subjects such as enterprise, marketing, and business. For example, you may progress onto OCR's Level 3 Certificate in Preparing for a Business Venture, OCR's Level 3 Cambridge Technicals in Business, Introductory Certificates in Marketing or A Levels in related subjects.

What will I study as part of this qualification?

You will study three mandatory topics as follows:

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

What knowledge and skills will I develop as part of this qualification and how might these be of use and value in further studies?

The first topic underpins the wider learning in this qualification. You 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 you will understand the main activities that will need to happen to support a start-up business, and what the key factors are to consider when starting up a business.

In the second topic, you will develop the skills to design a business proposal to meet a specific business challenge. You will develop skills that enable you to: identify a customer profile for a specific product; complete market research to generate product design ideas; use financial calculations to propose a pricing strategy and determine the viability of your product proposal.

On completion of this topic, you will have designed a product proposal by using self-assessment, research and evaluative skills. The skills and knowledge developed by completing this topic will assist you in the third topic of this qualification.

In the third topic, you will develop the skills to create a brand identity and promotional plan for your specific business product proposal, developed in the second topic. You will develop pitching skills in order to pitch your business proposal to an external audience. Finally, you will review your pitching skills and business proposal using your learning, self-assessment and feedback generated.

The skills and knowledge developed by completing this topic will be transferable to further, related learning in areas such as enterprise, marketing or business.

Which subjects will complement this course?

This qualification is the same size as a GCSE and will take 120 guided learning hours (GLH) to deliver.

This qualification is complemented by a range of GCSEs such as Business, Maths and English. It also complements creative subjects such as Art and Design and can be delivered alongside other vocational courses including ICT and Creative iMedia.