

Business Enterprise

10315 – Understanding Business Enterprise Level 1 Award

10316 – Understanding Business Enterprise Level 2 Award

10317 – Understanding Business Enterprise Level 3 Award

Key features

- *Learners can gain sector-relevant knowledge and understanding*
- *Training can be delivered in 'bite-sized chunks' to suit individual needs*
- *The qualifications are accredited onto the Qualifications and Credit Framework*
- *All units have been reviewed for an accurate credit value and level*
- *There is an opportunity for both full award and unit certification*
- *The qualifications are centre assessed by assignment booklet, making assessment flexible and accessible.*

Introduction

The **OCR Awards in Understanding Business Enterprise** qualifications are vocationally-related, credit-based qualifications, designed to expand general knowledge and understanding related to business enterprise. The qualifications will provide essential experience in raising awareness of the realities of planning and running a business: for example promoting yourself and your product/service, having business goals, attracting customers and managing money.

Target audience

The qualifications are designed for individuals to gain underpinning knowledge and understanding of business enterprise. They provide valuable opportunities for candidates to progress to other vocational or general qualifications, e.g. Level 2 or Level 3 Award in Business Enterprise or OCR Cambridge Level 2 and Level 3 qualifications in Business.

Qualification content

The qualifications are supported by SFEDI (In relation with CfA as part of the pan-sector agreement), lead body for the enterprise sector and owners of the national occupational standards, meaning that learners will gain sector-relevant knowledge essential to successful business.

Each individual unit has had the level and credit value reviewed to ensure it accurately reflects the complexity and demands of the qualification. Learners can either achieve certification for each individual unit or the Award as a full qualification.

OCR Level 1 Award in Understanding Business Enterprise

QAN 600/5512/1

Candidates must achieve a minimum of 3 credits.

A minimum of 2 credits must be achieved from the Level 1 units. Any additional credits may be achieved from levels 1, 2 or 3.

Level 1 units

OCR Unit No.	Sector Unit No.	Unit Title	Unit Ref No.	Credit value	Level	GLH
1	UR4	Understand the personal qualities and abilities for business	L/503/8883	1	1	8
2	UR2	Understand the opportunities and risks in running a business	A/503/8863	1	1	8
3	UR19	Understand how to market a business	T/503/8862	1	1	8
4	UR18	Understand how to make successful deals in business	K/503/8857	1	1	8
5	UR14	Understand how to get help and support in business	K/503/8860	1	1	8
6	UR15	Understand business planning	D/503/8855	1	1	8
7	UR13	Understand how to manage money in a business	Y/503/8854	1	1	8
8	UR12	Understand enterprise and enterprising skills	T/503/8859	1	1	8

OCR Level 2 Award in Understanding Business Enterprise

QAN 600/5582/0

Candidates must achieve a minimum of 4 credits.

A minimum of 3 credits must be achieved from the Level 2 units. Any additional credits may be achieved from levels 1, 2 or 3.

OCR Level 3 Award in Understanding Business Enterprise

QAN 600/5583/2

Candidates must achieve a minimum of 5 credits.

A minimum of 4 credits must be achieved from the Level 3 units. Any additional credits may be achieved from levels 2 or 3.

There are no mandatory units for these qualifications.

There are no equivalencies or exemptions for these qualifications.

Barred combinations are units where the credits achieved cannot be counted together as part of the rule of combination for these qualifications. These are generally units with the same, or similar, title at different levels. Please refer to the handbook for these qualifications for full details.

Level 2 units

OCR Unit No.	Sector Unit No.	Unit Title	Unit Ref No.	Credit value	Level	GLH
9	UR3	Understand the personal qualities and abilities for business	K/503/8874	1	2	8
10	UR9	Understand the opportunities and risks in running a business	K/503/8888	1	2	8
11	UR7	Understand how to market a business	D/503/8886	2	2	16
12	UR6	Understand how to negotiate in business	Y/503/8885	1	2	8
13	UR16	Understand business planning	M/503/8861	1	2	8
14	UR5	Understand business resource and legal issues	Y/503/9910	1	2	8
15	UR10	Understand how to get help and support in business	M/503/8858	1	2	8
16	UR11	Understand how to manage money in a business	R/503/8853	1	2	8
17	UR17	Understand enterprise and enterprising skills	H/503/8856	2	2	16

Level 3 units

OCR Unit No.	Sector Unit No.	Unit Title	Unit Ref No.	Credit value	Level	GLH
18	UR8	Understand how to promote business ideas	H/503/8887	2	3	16
19	UR1	Understand how to prepare for starting a business	L/503/8852	2	3	16
20	UR28	Understand how to find out about business	D/503/8872	2	3	16

Assessment

The qualifications are centre assessed and externally moderated. OCR has produced assignment booklets for simple, accurate assessment that clearly meets the assessment criteria. The unit templates provide suggestions for the required knowledge and understanding and guidance on evidence requirements.

Progression opportunities

Learners have the opportunity to progress through the levels of the Awards in Understanding Business Enterprise. Alternatively, learners may wish to progress on to other business enterprise qualifications such as 'Preparing for a Business Venture' or the 'Level 2 and 3 Awards in Business Enterprise'. Learners may also be interested in more generic qualifications such as OCR's qualifications in Team Leading or Business and Administration.

Certification

Candidates can gain either unit or full Award certification. The full Award certificate will detail the qualification title and the Ofqual accreditation information.

The unit certificate will detail the unit title and the credit value of the unit achieved.

Qualification support

OCR's website, www.ocr.org.uk, contains an area dedicated to these qualifications. The *Centre Handbook* can also be downloaded from this web page. If you need clarification on any aspect of the assessment or administration of these qualifications, please contact OCR's Customer Contact Centre on **024 76 851509** or at vocational.qualifications@ocr.org.uk.

What to do next?

To seek approval to offer the qualification(s), please apply online following the step-by-step guide to applying for approval for vocational qualifications indicated on our 'Centre Approval' webpage.

You might be interested to know that OCR staff are available to help with any aspect of setting up a vocational assessment centre. Through an advisory telephone call or a centre visit, we can assist, not only with the completion of the form, but also provide advice on the following areas:

- identifying potential candidates and marketing opportunities
- meeting OCR requirements
- identifying resourcing levels, both in terms of staff and equipment
- the documents you might need for the benefit of the candidates and a smooth running centre operation

For further information, please get in touch with our Customer Contact Centre by phone: **(024 7685 1509)**; email: **vocational.qualifications@ocr.org.uk**; or in writing: OCR Customer Contact centre, OCR, Coventry Office, Westwood Way, Coventry, CV4 8JQ.

A summary of how the approval process works is provided in our *Admin Guide for Vocational Qualifications* (publication ref. code: A850). Our *Fees Booklet* (publications ref. code: A250) lists the charges for centre evaluation, candidate entries and certification. Both publications are available to download from our website **www.ocr.org.uk**

www.ocr.org.uk

OCR customer contact centre

Vocational qualifications

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