

Subject: Business – KS4

Head of department/faculty: Andy King

Qualification: OCR National in Enterprise and Marketing	Exam board: OCR	Exam/NEA split: 40% exam/60% coursework
The qualification comprises of the following units: <ul style="list-style-type: none"><li>• Unit R067: Enterprise and marketing concepts</li><li>• Unit R068: Design a business proposal</li><li>• Unit R069: Market and pitch a business proposal</li></ul>		
<p>Summary: This is a 2 year qualification which is equivalent to 1 GCSE and comprises of 3 units.</p> <p>Unit R067 is an externally assessed exam worth 40%, which is sat at the end of year 11. During this unit, you will learn the key factors to consider and activities that need to happen to operate a successful small start-up business.</p> <p><b>Topics include:</b></p> <ul style="list-style-type: none"><li>• Characteristics skills, risk and reward for enterprise</li><li>• Market research to target a specific customer</li><li>• What makes a product financially viable</li><li>• Creating a marketing mix to support a product</li><li>• Factors to consider when starting up and running an enterprise.</li></ul> <p>Unit R068 is assessed by completing a set assignment, worth 30%. Throughout the assignment you 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.</p> <p><b>Topics include:</b></p> <ul style="list-style-type: none"><li>• Market research</li><li>• How to identify a customer profile</li><li>• Develop a product proposal for a business brief</li><li>• Review whether a business proposal is financially viable</li><li>• Review the likely success of the business proposal.</li></ul> <p>Unit R069 is assessed by completing a set assignment, worth 30%. Throughout this assignment you will develop pitching skills to be able to pitch your business proposal to an external audience. Finally, you will review your pitching skills and business proposal using the learning, self assessment and feedback gathered.</p> <p><b>Topics include:</b></p> <ul style="list-style-type: none"><li>• Develop a brand identity to target a specific customer profile</li><li>• Create a promotional campaign for a brand and product</li><li>• Plan and pitch a proposal</li><li>• Review a brand proposal, promotional campaign and professional pitch.</li></ul>		