

# Enterprise and Marketing

**GCSE Qualification - OCR**

**Course Leader: Mr Castlehouse**

## Successful learner profile

- Has an interest in business.
- Has a good all-round academic ability and a positive attitude towards learning.
- Has the ability to work independently and with resilience.
- Has a good standard of literacy and numeracy with an ability to complete extended written tasks.
- Aspires to study business activity at a higher level or to pursue a career in business.

## What will you study?

Students will focus on three key aspects of business and the following is a highlight of some of the topics they will cover:

- R067: Enterprise and Marketing Concepts
- R068: Design a Business Proposal
- R069: Market and Pitch a Business Proposal

## How will you be assessed?

- R068 and R069 are internally assessed through coursework (30% each)
- R067 is assessed by an external, written, exam (40% of the course)

## Why choose this course?

This qualification will help students to:

- Understand how businesses work
- Learn the key ideas behind starting and running a business, including:
  - o What makes a successful entrepreneur
  - o How to carry out market research
  - o How to check if a business idea will make money (financial viability)
  - o The marketing mix (product, price, place, and promotion)
  - o Important factors to consider when setting up and managing a business
    - • Develop practical, real-world skills
- Apply learning to realistic business scenarios and workplace situations.
  - • Think in a range of ways
- Build skills in:
  - o Creative thinking (coming up with new ideas)
  - o Innovative thinking (improving ideas)
  - o Analytical and logical thinking (examining information carefully)
  - o Critical thinking (evaluating strengths, weaknesses, and decisions)
  - • Grow in confidence and independence
- Develop the confidence to work independently and use business skills that are valuable in further education and future careers.

## Possible progression post 16

Students can choose to study Business at Sixth Form after successful completion of this course. Students would progress to the OCR Cambridge Technical Business Level 3 Extended Certificate (equivalent to one A Level).

## Weblinks

<https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-2-j837/>