



Enterprise and marketing

Ofsted said: "Current school assessment information, and evidence seen on inspection, demonstrates that overall school performance continues to improve."

June 2016

EXAM BOARD: OCR

There are 3 units on the course:

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

Enterprising and marketing concepts

The first topic is an examined piece and underpins the wider learning in this qualification.

Pupils will develop essential knowledge and understanding of enterprise and marketing concepts, which can be applied to the other units within the qualification.

Pupils 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.

Design a business proposal

Pupils will develop the skills to design a business proposal to meet a specific business challenge. They will have to design a customer profile for a specific product and complete market research to generate design ideas. Pupils will then have to make financial calculations to propose a pricing strategy and determine if their product proposal is viable.

The knowledge and skills developed through completing this unit will assist the third unit.

Market and pitch a business proposal

Pupils will develop the skills to create a brand identity and promotional plan for their specific business product developed from the previous topic. They will need to develop pitching skills in order to present their business proposal to an external audience. Pupils will then need to review their pitching skills and business proposal using their learning, self-assessment and the feedback gathered.

Assessment information

The exam is 1 hour and 30 minutes long and is out of 80 marks. It is worth 40% of the qualification.

Units 2 and 3 have equal weighting of 30% each. Pupils will need to produce a variety of evidence including: written reports, collages, questionnaire/interview sheets, scripts, video recordings and keynote slides, amongst other pieces.

Why should I choose enterprise and marketing?

- Combines practical and written skills
- A variety of ways to be assessed
- It is one less exam in Year 11
- There is an opportunity to re-take the exam

What will my child gain from the qualification?

All results are on the following scale:

Level 2-Distinction*, Distinction, merit, pass

Level 1- Distinction, merit, pass and unclassified.

For further information, please contact:

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