



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:

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

Enterprise and marketing concepts

Students explore the techniques businesses use to understand their market and develop products, investigate what makes a product viable and understand how businesses attract and retain customers.

Design a business proposal

Students are presented with a business challenge from which they create a researched and costed business proposal. They will carry out market research, present data, use idea generation tools, seek and act on feedback, and cost their proposals. In their work on this unit they will develop their self-assessment, collaborative working, creativity, numeracy, research and evaluative skills.

Market and pitch a business proposal

Students prepare for and pitch the business proposal that they developed in the previous unit. They develop a brand identity and investigate how best to promote their product and then plan, practise and finally deliver their pitch. Afterwards they review both their performance and their business proposal. This will help develop their analysis and self-evaluative skills as well as those relating to self-presentation

Assessment information

The exam is 1 hour and 30 minutes long and is out of 80 marks. It is worth 50% of the qualification.

Units 2 and 3 have equal weighting of 25% 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 rather than just exams
- It links to a variety of career choices.
- Sets you up for A-levels or vocational choices at college.
- The examined unit has some of the same topics as the coursework unit allowing you to consolidate your skills

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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