

Enterprise and Marketing Options Information (2022 Specification)

What is this course?

This is a **vocational course** which combines practical and theoretical elements to introduce and develop skills in **enterprise** and **marketing**. The grades awarded for this course are slightly different to those for GCSE qualifications, but the challenge posed by the course is similar to that of any other Key Stage 4 qualification.

What units are there?

R067 Enterprise and Marketing Concepts	<ul style="list-style-type: none">★ Worth 40% of the overall qualification grade, assessed by examination.★ The exam is 1 hour 15 minutes long with 70 potential marks.★ Factors to consider when operating a small business is the focus for the exam.★ Exam topics include entrepreneurship, market research and finance.★ Knowledge from this unit will be applied in the project-based units.
R068 Design a Business Proposal	<ul style="list-style-type: none">★ Worth 30% of the overall qualification grade.★ Assessed through a portfolio of work marked in school out of 60 and then externally moderated by OCR.★ In this work, learners design a new product.★ Most of the work for this unit will be completed during lesson time in school.★ Some of the tasks for this unit cross over with R067.
R069 Market & Pitch a Business Proposal	<ul style="list-style-type: none">★ Worth 30% of the overall qualification grade.★ Assessed through a portfolio of work marked in school out of 60 and then externally moderated by OCR.★ In this work, learners pitch their product idea from R068 to a professional panel who will provide feedback about learners' pitching skills.★ Again, the majority of the work for this project will be completed in school.

What skills are taught and developed?

Written communication skills will be developed through both projects and in the exam unit; **verbal communication** skills will also be required when it comes to pitching product ideas in R069.

Design work is required in R068 when developing a new product idea and **maths skills** will be required when completing key calculations, like those for costs, revenue, break-even and profit.

Where could this course lead?

This course isn't just for those who want to go on to study Business in future! There are plenty of transferable skills, like presenting a professional pitch, that will be useful for whatever pathway is taken. The course is, however, ideal for those who want to study A-Level or Level 3 Vocational Courses in Business Studies, Enterprise, Economics or Accounting. The course also helps learners prepare for 'T' Levels in subjects such as Accounting.