

Cambridge NATIONALS LEVEL 1/2

Cambridge
NATIONALS

ENTERPRISE AND MARKETING

Summary Brochure

Welcome to KS4 Business

MAKING
the **R****RIGHT**
CHOICES



Must watch in full screen mode then click play

See the link below if it will not play for you!



Sit back and watch what it is like for a real life entrepreneur becoming their own boss 😊

Course Overview

Unit 1 R064 Enterprise and Marketing concepts

- ✓ Students will learn about 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.
- ✓ **Knowledge gained would be of use for further studies in other business and management qualifications including retail, marketing and customer service.**
- ✓ This unit is externally assessed through a 1 hour 30 minutes exam, set and marked by OCR. A range of different types of questions will be used, including multiple-choice, short/medium answer questions and extended response analysis and evaluation questions.



Course Overview

Unit 2 R065 Design a Business Proposal

- ✓ In unit 2, students are provided with a business challenge. From this they will create a researched and costed business proposal.
- ✓ Students will need to undertake activities such as conducting market research, presenting data, using idea generation tools, seeking and acting on feedback, and costing proposals.
- ✓ This unit will develop students' self-assessment, collaborative working, creativity, numeracy, research and evaluative skills.



Course Overview

- In unit 3, students will prepare for and pitch their own business proposal that they developed in unit 2.
- Alongside developing a brand identity, students will investigate how to best promote their product and then plan and prepare their pitch.
- After delivering their practice and professional pitch they will review their own performance and business proposal. This unit will develop the students' analysis and self-evaluative skills as well as those relating to self-presentation.



Why you should study Business 😊

This exciting and valuable qualification will help you to understand:

- ✓ How businesses operate
- ✓ What you need to do to become more employable or indeed to set up your own business

The course is up-to-date and relevant, reflecting the blend of business knowledge, practical skills, communication and team-working skills needed by anyone who is thinking about a career in any business-related job

LEARNING FOR LIFE, SECURING SUCCESS'

Careers

- Events Planning/Hospitality
- Management
- Accountancy
- Social Media Manager
- Banking/Finance
- Marketing
- Human Resources
- Public Relations
- Social Enterprise Activities

.....

or simply running your

- OWN BUSINESS!

TASTER



Entrepreneurial Flair:

Select one of the items of your choice and come up with an idea for the item other than its original purpose. Have a go at pitching this idea to someone in just 60 seconds



3 minutes

End

1 MINUTE PITCH



Is Business for you?

Are you :

- ✓ A Team Player
- ✓ Organised
- ✓ Creative
- ✓ A Problem Solver
- ✓ Good at producing new ideas
- ✓ Considering being your own boss in the future

If you answer YES to any of the above then this is the course for you!

'LEARNING FOR LIFE, SECURING SUCCESS'

See you soon 😊

KS4 Business



For more info email:

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