

## Subject Area: Business and Enterprise

### Qualification: Enterprise and Marketing J819 (Level 1/2)

This qualification includes two mandatory units. This course comprises 1 exam and 1 internally assessed piece of coursework which is externally moderated.

TOPIC	AREAS COVERED	SPECIFIC	TIMESCALE
R064 Enterprise and marketing concepts  Written paper set by OCR and marked by OCR 1 hour 30 minutes 80 marks 50%	By completing this unit, learners 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.	Students will specifically cover the theory involved in: <ul style="list-style-type: none"><li>● How businesses target a market and what makes a product or service financially viable</li><li>● Stages of product development</li><li>● An understanding of how to attract and retain customers and factors for consideration when starting up a business</li><li>● The different functional activities needed to support a business startup</li></ul>	Topics covered in Year 10 with the written examination in Year 10 (early entry)
R065 Design a business proposal  Set task by OCR. Centre-assessed and OCR moderated. 25%	Students will design a product proposal to meet a business challenge scenario. Learners will be able to identify a customer profile for their own product design, develop market research tools and use these to complete market research for their product.	<ul style="list-style-type: none"><li>● Identify the customer profile for a business challenge</li><li>● Complete market research to aid decisions</li><li>● Develop a design proposal for a business challenge</li><li>● Review whether a business proposal is viable</li></ul>	Students undertake this coursework in Year 10/11
R066 Market and pitch a business proposal  Set task by OCR. Centre-assessed and OCR moderated. 25%	Students are equipped with the skills and knowledge to create a brand identity and promotional plan for their product proposal, developed in Unit R065.	<ul style="list-style-type: none"><li>● Develop a brand identity and promotional plan</li><li>● Plan a business pitch</li><li>● Deliver a pitch to an external audience</li><li>● Critically reflect on proposal and pitch</li></ul>	Completed in Year 11.