



Enterprise and Marketing Level 1/2 Certificate

Intent: Unit R065 will provide students with the skills and knowledge to design a product proposal to meet a business challenge scenario. Students 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. Students will use their research outcomes to generate product design ideas, assess their strengths and weaknesses and work collaboratively with peers to gain feedback to inform final design decisions. Students will complete financial calculations to select a pricing strategy and determine whether their proposal is viable.

Unit R066 will provide Students with the skills and knowledge to create a brand identity and promotional plan for their product proposal, developed in Unit R065. They will be able to pitch their product proposal to an audience after completing a practice pitch, and complete a review of both their pitching skills and product proposal, using their learning from this qualification, self-assessment and feedback generated. By completing this unit, students will know how to use a combination of branding and promotional methods that complement each other and appeal to a specific customer profile.

Year 11

Unit R065: Design a business proposal (Sept to Jan)

Unit R066: Enterprise and marketing concepts (Jan to May)

	LO1 Be able to identify the customer profile for a business challenge	LO2 Be able to complete market research to aid decisions relating to a business challenge	LO3 Be able to develop a design proposal for a business challenge	LO4 Be able to review whether a business proposal is viable	LO1 Be able to develop a brand identity and promotional plan to target a customer profile	LO2 Be able to plan a pitch for a proposal	LO3 Be able to pitch a proposal to an audience	LO4 Be able to review the strengths and weaknesses of a proposal and pitch
Knowledge (facts, information, concepts and key terminology) & Understanding (ability to connect and synthesise knowledge within a context)	Students will understand how to identify potential customers and build a customer profile. They will understand the benefits of using market segmentation and will be able to apply market segmentation for a business challenge.	Students will be able to carry out primary and secondary market research and will understand how to use appropriate market research tools and sampling methods for a business challenge. Students will understand how to review and analyse the results of their market research.	Students will understand how to produce product designs for a business challenge, using a range of creative techniques (e.g. mind map, mood board, SCAMPER model, deliberate creativity). Students will be able to review their product designs, before finalising the designs to meet the needs of the customer profile.	Students will understand how to Calculate the costs involved in a business challenge and will be able to select an appropriate pricing strategy. They will review the likely success of a business challenge and will understand the challenges when launching a new product.	Students will understand how to build a brand identity and will be able to plan brand ideas for a business challenge. They will understand how businesses promote a product and will be able to select and justify appropriate promotional methods.	Students will understand how to pitch a product to an external audience and will be able to plan the pitch. This will include; establishing objectives for the pitch, considering the layout of the venue, identifying appropriate media to deliver a pitch, use and value of visual aids, considering personal appearance and anticipating potential questions and responses.	Students will use and develop personal and presentation skills to deliver a professional pitch to an external audience.	Students understand the skills needed to review and evaluate the success of their pitch and business proposal. This includes being able to recommend future developments/ recommendations for further refinement of a business proposal.
Skills (successful application of knowledge and understanding to a specific task)	On completion of this unit, students will have gained some of the essential skills and knowledge required when considering starting a business, but also the transferable skills of self-assessment, providing and receiving feedback, research and evaluation. The skills and knowledge developed by completing this unit will also be transferable to further learning in related areas and will be required by students when completing Unit R066 Market and pitch a business proposal.				Students will gain the crucial skills of professionally pitching to an unknown audience. This will help to prepare them both for employment situations such as interviews and for starting up a business in the future, while also developing the transferable skill of presenting information to others in a clear and persuasive manner.			
Formal Assessments (those done by all/vast majority of the cohort)	This controlled assessment unit will be based around a business challenge that will be set by OCR as part of an OCR-set assignment. Learners must use the OCR-set assignment to provide the required evidence for completion of this unit. This unit is based on content taught in Year 10 (unit R064). Students must work independently to produce evidence without teacher guidance. The controlled assessment is completed over a period of 30 learning hours for unit R065 and 30 learning hours for unit R066. The teacher grades awarded for each unit will be externally moderated by OCR. The controlled assessment units account for 50% of the students' final grade.							

By the end of the year students on course for at least a Level 2 Pass (4/5) will be able to:

- Recall, select and apply sound knowledge and understanding of enterprise and marketing
- Present information clearly and with some accuracy, using a range of terminology
- Apply mostly relevant knowledge, understanding and skills in a range of situations to plan and carry out investigations and tasks, reviewing their solutions, and working safely
- Review evidence available, analysing and evaluating some information clearly and making some basic adaptations to their methods
- Make judgements and draw appropriate conclusions
- Create material which reflects effective planning, development and evaluation and an ability to demonstrate sound practical skills.