

Enterprise and Marketing Level 1/2 Certificate

Intent: In year 10 students will complete the NEA unit R068 Unit: Design a Business Proposal and start the second NEA unit, R069 Unit: Market and Pitch a Business Proposal. Unit R068 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 R069 will provide Students with the skills and knowledge to create a brand identity and promotional plan for their product proposal, developed in Unit R068. 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.

1/2 Certificate						
	R068 Unit: Design a Business Proposal			R069 Unit: Market and Pitch a Business Proposal		
	TA1: Market Research	TA2: How to identify a	TA3: Develop a	TA4: Review whether	TA1: Develop a	TA2: Create a promotional campaign for a brand and
	(Sept to Dec)	customer profile	product proposal	a business proposal is	brand identity	product
Year 10		(Sept to Dec)	(Jan to April)	viable	to target a	(April to July)
				(Jan to April)	specific	
					customer	
					profile	
					(April to July)	
Knowledge	Students will be able to	Students will	Students will	Students will	Students will	Students will understand how businesses promote a
(facts,	carry out both primary and	understand how to	understand how to	understand how to	understand how	product and will be able to select and justify
information,	secondary market	Identify potential	produce product	Calculate the costs	to build a brand	appropriate promotional methods.
concepts and key	research and will	customers and build a	designs for a	involved in a business	identity and will	
terminology)	understand how to use	customer profile. They	business challenge,	challenge and will be	be able to plan	
Understanding	appropriate market	will understand the	using a range of	able to select an	brand ideas for	
(ability to connect	research tools and	benefits of using	creative techniques	appropriate pricing	a business	
and synthesise	sampling methods for a	market segmentation	(e.g. mind map,	strategy.	challenge.	
knowledge within	business challenge.	and will be able to	mood board,	They will review the		
a context)	Students will understand	apply market	SCAMPER model,	likely success of a		
	how to review and analyse	segmentation for a	deliberate creativity).	business challenge		
	the results of their market	business challenge.	Students will	and will understand		
	research.		be able to review	the challenges when		
			their product	launching a new		
			designs, before	product.		
			finalising the designs			
			to meet the needs of			
			the customer profile.			

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 the examination unit.	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. Students must work independently to produce evidence without teacher guidance. The controlled assessment is completed over a period of 30 learning hours for unit R068. The teacher grades awarded for each unit will be externally moderated by OCR. This controlled assessment unit accounts for 30% of the students' final grade.	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 and their NEA unit R068. Students must work independently to produce evidence without teacher guidance. The controlled assessment is completed over a period of 30 learning hours for unit R069. The teacher grades awarded for each unit will be externally moderated by OCR. This controlled assessment unit accounts for 30% 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. 						