

# Cambridge Nationals Certificate in Enterprise and Marketing

## Course Outline:

This Level 2 course will help develop your knowledge and practical skills in enterprise and marketing.

There are three mandatory topics for study.

1. Enterprise and marketing concepts
2. Design a business proposal
3. Market and pitch a business proposal

Through topic 1 you will learn essential knowledge and understanding of enterprise and marketing concepts, and the main activities that will need to happen to support a start-up business.

Topic 2 will develop your skills in designing a business pitch and meeting a specific business challenge, including using market research to generate product design ideas.

Topic 3 focuses on developing a brand identity and a promotional plan for a business product, developing communication skills to pitch your idea to an external audience.

**Skills/attributes developed/required:** You may be interested in running your own business, you may find programmes like The Apprentice and Dragon's Den interesting, you may want to develop your communication and team working skills.

## Examination Information

**Exam Board:** OCR

**Exam:** 40% Externally examined, 60% internally assessed coursework

**Exam Outline:** Examination will be based on the learning for Unit 1, but will include evidence generated from your experiences in Topics 2 and 3.

## Where can it take me?

### Next Steps:

A levels and other Level 3 qualifications and apprenticeships.

Business management, leadership and opportunities in all fields are possible with a business qualification.

## What Key Skills will I gain by taking Business and Enterprise?

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|---|--|
| <input type="checkbox"/> Analysing                          | <input checked="" type="checkbox"/> Independent Learning |
| <input checked="" type="checkbox"/> Communication - Verbal  | <input type="checkbox"/> Independent Thinking            |
| <input checked="" type="checkbox"/> Communication - Written | <input type="checkbox"/> Listening Skills                |
| <input type="checkbox"/> Creative Thinking                  | <input checked="" type="checkbox"/> Presentation Skills  |
| <input type="checkbox"/> Debating                           | <input type="checkbox"/> Problem Solving                 |
| <input type="checkbox"/> Decision Making                    | <input type="checkbox"/> Reading                         |
| <input checked="" type="checkbox"/> Evaluating              | <input checked="" type="checkbox"/> Research             |
| <input type="checkbox"/> Hands-On / Technical Skills        | <input type="checkbox"/> Team Work                       |