

# Business

**Qualification:** Cambridge National Level 1/2  
Certificate in Enterprise & Marketing

**Exam Board:** OCR

**Level of Achievement:** Level 1/2 - Pass, Merit, Distinction

**For more  
information  
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## What will I learn?

This qualification is for learners aged 14-16 who wish to develop applied knowledge and practical skills in enterprise and marketing. It is designed with both practical and theoretical elements, which will prepare learners for further study of qualifications in enterprise, marketing or business.

It enables learners to develop skills such as; market researchs, planning, promotional and financial skills using realistic work scenarios and personal skills.

The main areas of learning include:

- Introduction to Business & legal start-ups
- Marketing
- Finance
- Human Resources
- Presentation skills
- Customer Service
- Functional Areas of a Business
- Viability of a Business Proposal

In Business we try to make learning fun and enjoyable for all, and therefore we link all activities to real businesses, such as Coca Cola, Our Cow Molly, Apple, etc. We also investigate worldwide events and current media stories which affect our daily lives and businesses.

## How will I be assessed?

Your course is made up of three units:

- **Unit 1:** Enterprise and marketing concepts (40% exam)
- **Unit 2:** Design a business proposal (30% coursework)
- **Unit 3:** Market and pitch a business proposal (30% coursework)

## Future opportunities

Business Studies is a broad subject, covering finance, marketing, ICT and human resources. Therefore, it will give you a foundation of knowledge that is useful for most A Level subjects, in particular Economics and Business. This Key Stage 4 course also gives you experience to help you be successful in the world of work and setting up your own business.

