

What is the course about?

This is a vocationally-related qualification that takes an engaging, practical and inspiring approach to learning and assessment. The Cambridge Nationals in Business and Enterprise provides students with a broad foundation of knowledge required for further study in business including the different types of business, career planning (including recruitment) and the role of enterprise in business



All learners will study three mandatory topics as follows:

- Enterprise and marketing concepts
- Design a business proposal
- Market and pitch a business proposal

The first topic underpins the wider learning in this qualification. Learners will develop essential knowledge and understanding of enterprise and marketing concepts, which can be applied to the other units within the qualification. Through the first topic 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.

In the second topic, learners will develop the skills to design a business proposal to meet a specific business challenge. They will identify a customer profile for a specific product, complete market research to generate product design ideas, and use financial calculations to propose a pricing strategy and determine the viability of their product proposal. The knowledge and skills developed by completing this unit will assist learners in the third topic of this qualification.

In the third topic, learners will develop the skills to create a brand identity and promotional plan for their specific business product proposal developed in the second topic. They will develop pitching skills in order to pitch their business proposal to an external audience. Finally, they will review their pitching skills and business proposal using their learning, self-assessment and feedback gathered. The knowledge and skills developed by completing this topic

What percentage of the final grade is from coursework?

Coursework will account for 66% of the final grade in this qualification.

What about after Key Stage 4? (Careers and College)

Students who want to progress onto other related study, such as qualifications in Business

Exam board and useful website?

OCR - <https://www.ocr.org.uk/Images/338513-specification.pdf>

