

Both pathways

What is CNAT Level 1/ Level 2 Tech Award in Enterprise and Marketing

As part of a KS4 programme you will be studying a broad range of GCSEs including English, Maths and Science. This Cambridge National Award has been designed by OCR to enable you to draw on the knowledge and skills that you acquire from these subjects. Enterprise is a key government focus and is set to form an important part of the UK's global economic status in the future. Enterprise skills provide a sound progression pathway into a number of roles within any organisation and they are transferable across all businesses.

Course Content:

Enterprise and Marketing Content:

In this unit you will learn how market research gives the entrepreneur an insight into the wants and needs of its customers, so that products and services can be developed to satisfy them. It also complements other competing products and services on the market to ensure a financially viable business. As well as understanding your target market's needs, you will learn how the marketing mix elements must be carefully blended to enhance business performance. You will examine each element individually and explore the decisions that an entrepreneur needs to make. You will learn about the types of ownership for an enterprise and sources of capital available. Running a successful enterprise can be tough, but there is a lot of support available, which you will learn about so that you can understand how to obtain timely and appropriate guidance.

Design a Business Proposal:

In this unit you will learn how to develop market research tools and use these to complete your market research. You will use your research findings to decide who your customers will be, create a design mix and produce your product design ideas. To help decide on your final design, you will gain feedback and then assess the strengths and weaknesses of your initial ideas. You will complete financial calculations to determine whether your proposal is likely to make a profit. You will use the evidence you have generated to decide whether you think that your new product is likely to be financially viable. On completion of this unit, you will have gained some of the essential skills and knowledge needed if you want to start a business, but also the transferable skills of creativity, self-assessment, providing and receiving feedback, research and evaluation

Market and Pitch a Business Proposal:

In this unit you will learn how to design a brand which will make your product stand out in the market, before creating a promotional campaign to get your brand noticed by customers. Your promotional campaign will include you choosing different methods of promotion which you think are most suitable for your target customers. You will then need to create a presentation that you will pitch to an audience. To help you prepare for this, you will first practise in front of your peers, asking them to review your presentation and feedback ways in which you can improve it. You will also need to offer feedback to others in your group about their pitches. After delivering your professional pitch to an audience, you will reflect on your pitching skills, your brand, your promotional campaign and the likely success of your product. On completion of this unit you will have gained some of the essential skills and knowledge needed to start a business. You will also have gained the transferable skills of creativity, self-assessment, providing and receiving feedback, communication and evaluation

Assessment:

R067 Enterprise and Marketing Concepts: 40% of Grade, externally assessed: written examination, externally marked.

R068 Design a Business Proposal: 30% of Grade, internally assessed: written assignment, externally quality assured

R069 Market and Pitch a Business Proposal: 30% of Grade, internally assessed: written assignment, externally quality assured

Quotes from educators on the importance of Business and Enterprise:

"You have to work on the business first before it works for you."

"There Are No Secrets of Success, it is the result of Preparation, Hard Work and Learning from Failures..."

"Starting a business is easy, succeeding is a different story."

Subject Leader: Steven Hobbs and Aysin Hunt

Exam Board:

<i>Subject:</i>	<i>Board:</i>	<i>Syllabus Code:</i>	<i>Examination/NEA/Coursework</i>
Cambridge Nationals Enterprise and Marketing	OCR	N/A	60% assessment / 40% exam