



Business Studies

Cambridge National Enterprise and Marketing

BUSINESS STUDIES

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What will I study in Business Studies?

The Level 1/Level 2 Cambridge National in Enterprise and Marketing is aimed at students aged 14-16, studying a Key Stage 4 curriculum, who wish to develop applied knowledge and practical skills in enterprise and marketing. It is designed to sit alongside other GCSEs and contains both practical and theoretical elements, which will prepare students for further study of qualifications in enterprise, marketing or business.

The Cambridge National in Enterprise and Marketing will equip you with sound specialist knowledge and skills for everyday use. It will challenge all students, including high attaining learners, by introducing you to demanding material and skills; encouraging independence and creativity; and providing tasks that engage with the most taxing aspects of the National Curriculum. The qualification design will allow you to explore more deeply the things that interest you as well as providing a good opportunity to enhance your learning in a range of curriculum areas.

What skills can I gain from studying Business Studies?

where you will use your learning in practical, real-life situations, such as:

- Carrying out market research
- Planning a new product and pitching it to a panel of experts
- Reviewing whether a business proposal is financially viable

You will also develop a full range of transferable skills including Verbal Communication/Presentation, Research, Problem Solving, Analytical Skills, Digital Presentation Planning and Creative Thinking.

You will be able:

- to recall, select and apply knowledge and understanding of Enterprise and Marketing
- present information clearly and with accuracy, using a range of terminology
- apply knowledge, understanding and skills in a range of situations to plan and carry out investigations and tasks, testing their solutions, and working safely
- review evidence available, analysing and evaluating information clearly and making some basic adaptations to methods used

As part of the course, you will study:

Ro67 Enterprise and Marketing Concepts

- you will learn about the key factors to consider and activities that need to happen to operate a successful small start-up business.

Ro68 Design a business proposal

- you 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.

Ro69 Market and pitch a business proposal

- you will develop pitching skills to be able to pitch your business proposal to an external audience. Finally, you will review your pitching skills and business proposal using the learning, self-assessment and feedback gathered.

Website

[Enterprise and Marketing Level 1/2 – J837 - OCR](#)