

Subject:	Enterprise and Marketing
Level:	Cambridge Tech Award Level 2
Awarding Body:	OCR
Specification Code:	J837
Awarding Body website:	www.ocr.com
ASSESSMENT:	
Controlled Assessment %:	60%
When will it be taken?	Ongoing throughout the course
Examination %:	40%
When will it be sat?	June of Year 11
TIERS:	
Higher Tier Grades:	N/A
Foundation Tier Grades:	N/A
No. Tier Grades:	Level 2 (highest): Distinction*, Distinction, Merit, Pass Level 1: Distinction, Merit, Pass
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Description

The Level 2 Tech Award in Business and Enterprise is a practically based course which will introduce students to the life and work of an entrepreneur. The work undertaken will allow students over the course of the two years to develop an understanding of:

- Planning and carrying out an extended enterprise activity
- Key concepts that underpins the effective use of skills that can affect the performance of an enterprise
- Attitudes and ways of working that are important for a successful enterprise

The work will be practical in nature and, as well as developing skills for the enterprise aspect of the course, will also develop important wider skills which will help to support learning in other subject areas.

What will I learn?

This Cambridge OCR course provides an insight into the work of an entrepreneur from developing a business idea, to putting into practice and looking at the processes and decisions that need to be made along the way. The content will be covered in the three units of study:

Exploring enterprise – A coursework unit that looks at developing the knowledge and understanding of the characteristics of enterprises and the skills needed to be an entrepreneur. This unit will be worth 30% of the final mark.

Planning for and running an enterprise – A coursework unit that looks at selecting and developing an enterprise idea, pitching this idea and then evaluating the pitch and the enterprise idea. This unit will be worth 30% of the final mark.

Marketing and enterprise – An externally assessed task which explores promotional methods used by enterprises, looks at the financial records kept by enterprises as well as those used for planning and forecasting. This unit will be worth 40% of the final mark.

Together these three units will make up the qualification with the final grade being determined by the achievements of each of the modules. Two of these units as highlighted are assessed through a portfolio of evidence whilst the third is completed through an externally assessed task which is planned to be taken for the first time in January of Year 11.

What will my learning experience be like?

The nature of the new Tech Awards is that they are intended to be very practical in nature so it is intended that students will be involved very early on with local small and medium sized enterprises to understand the work of these. They will then use these experiences to develop their own enterprise which will be run over at least an 8 week period. This practical nature will involve field trips to local enterprises as well as having a range of visiting speakers. Some aspects of the course will require more formal teaching which will be completed at the necessary time. The key principle that underpins all of the activities undertaken is that this is a practical course which will engage students in a different way to the more traditional GCSE.

How will I be assessed?

Assessment is designed to give credit for what you can do as well as what you know and what skills you are able to demonstrate. It is based on portfolios of evidence and also an externally assessed task (exam) based on a given enterprise situation which will be completed in June of Year 11. Portfolio work will be assessed on an ongoing basis over the course of study.

Future Opportunities

This course offers many opportunities both in terms of employment in the sector and further study. It will also develop the necessary enterprise skills which will allow students to potentially set up their own enterprise in the future.

As a course it will naturally prepare students well for the workplace through having the ability to use these skills to best effect in any future employment that they may wish to follow. It will also serve as a clear progression route for a Key Stage 5 programme of study at Level 3 which can then allow access to higher education. It will also act as a route into apprenticeships following the completion of the course at Pensby. As the qualification is general in nature it can be used within any context within which the student chooses to follow. The well-developed personal skills (e.g. initiative, teamwork and problem-solving) combined with work-related knowledge gained within this course means that students are particularly suitable for recruitment in a range of employment categories.