What Will You Do?

This qualification allows you to get to grips with key aspects of running small businesses with a focus on enterprise and marketing. It will help develop the skills required to run your own business; being able to work collaboratively and creatively, solve problems and have awareness of businesses and customers. Skills also required by employers.

Unit R064: Enterprise and marketing concepts

Looking at the main activities that will need to happen to support a start-up business and what the factors to consider are. You will learn more about customers wants and how to attract and retain them.

Unit R065: Design a business proposal

You will design a product proposal to meet a business challenge scenario. You will identify a customer profile for your own product design, develop market research tools and carryout market research.

Unit R066: Market and Pitch a Business Proposal

You will create a brand identity and promotional plan for your product proposal. They will be pitched to an external audience after completing a practice and then you will carry out a review of both your pitching skills and product proposal.

Assessment Details

*Unit R064* Examination 1 hour 30 minutes. Part A 16 multiple choice questions. Part B 64 marks comprising short answer questions and three extended response questions. *Unit R065* Course work OCR-set assignment. 60 Marks. *Unit R066* Course work OCR-set assignment. 60 Marks.