

## SUBJECT:

# BUSINESS STUDIES

Head of Department: Mr Steed

Cambridge  
National in Enterprise  
& Marketing  
Exam Board: OCR

## COURSE DESCRIPTION

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This qualification is for learners who wish to develop applied knowledge and practical skills in enterprise and marketing. It is designed with both practical and theoretical elements, which will prepare students for further study of qualifications in enterprise, marketing or business. For example, learners may progress onto OCR's Level 3 Certificate in Preparing for a Business Venture, OCR's Level 3 Cambridge Technicals in Business, Introductory Certificates in Marketing or A Levels in related subjects.

### Subject Teachers

Mr Steed

### Assessment

All learners will study three mandatory topics as follows:

Enterprise and marketing concepts - Exam

Design a business proposal - Centre assessed task, OCR moderated

Market and pitch a business proposal - Centre assessed task, OCR moderated

### Higher Education Courses/Careers

Learners may progress onto OCR's Level 3 Certificate in Preparing for a Business Venture, OCR's Level 3 Cambridge Technicals in Business, Introductory Certificates in Marketing, BTEC Level 3 Business Studies or A Levels in related subjects.

#### Careers related to Business Studies:

Business Studies gives career opportunities along a wide range of career paths including accountancy, advertising, banking, investment and financial services, general management, HR/personnel, management consultancy, public relations and retail management.

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\* All qualifications are subject to change following consideration of any new specifications.

