

Cambridge NATIONALS LEVEL 1/2

# ENTERPRISE AND MARKETING



MAPPING CAMBRIDGE NATIONALS ENTERPRISE AND  
MARKETING TO THE RYMAN NATIONAL ENTERPRISE CHALLENGE

Version 1

**NATIONAL ENTERPRISE**  
*Challenge*

# INTRODUCTION

This resource provides a comparison for collective delivery and tutoring of learning aims, outcomes and teaching content required for the Cambridge Nationals in Enterprise and Marketing Level 1/2 with the Ryman National Enterprise Challenge.

## Enterprise and Marketing

An aspiration for many young people is to be self-employed and start their own business. The skills required for this, such as being able to work collaboratively and creatively, solve problems and have awareness of businesses and customers, are also those requested by employers.

The Cambridge Nationals in Enterprise and Marketing will allow students to get to grips with key aspects of running small businesses with a focus on enterprise and marketing. This is a vocationally-related qualification that takes an engaging, practical and inspiring approach to learning and assessment.



# THE RYMAN NATIONAL ENTERPRISE CHALLENGE



**NATIONAL ENTERPRISE**  
*Challenge*

The Ryman National Enterprise Challenge is the UK's largest schools enterprise competition. Fronted by former Dragons Den Star Theo Paphitis, each year a challenge is set for Key Stage 3 and Key Stage 4 students. One is set by Ryman (main sponsor) and the other by another employer (previous employers include Alton Towers, Kingswood, Gandy's Flip Flops).

The challenge helps students (in teams) develop the key skills needed for the world of work including teamwork, communication and leadership, with the winners from each school then representing the school at the National Finals, taking place in late spring each year.

Each team gets the opportunity to pitch their ideas again, before the finalists pitch in front of Theo Paphitis and a 2000 strong audience.

The finals day is a real celebration of enterprise with high profile people from the world of business and celebrities in attendance.

OCR has been a proud supporter of The Ryman National Enterprise Challenge since 2013. It is fantastic to see more and more schools coming on board and to see them realise the value of embedding enterprise, entrepreneurship and employability into the curriculum. Apart from the huge amount of enthusiasm and commitment The Ryman National Enterprise Challenge team give to support young people, it is the ability to generate ideas and bring them to life using realistic and relevant challenges set by real businesses that is at the heart of their success. The Challenge helps to develop the enterprise and employability skills of the young people who take part including teamwork, communication, leadership, creativity and presentation.

The Ryman National Enterprise Challenge fed into the development of this qualification; their inspiration helped us to provide learners with the essential transferable skills that can be applied in their future learning or everyday life in both social and work situations. We believe that it is vital to consider the skill sets needed to succeed within employment (skills like: problem solving, communication, research, coping with change) and to embed the entrepreneurial mind sets (mind sets like: self-belief, taking initiative, determination, passion and energy). All these skills are valuable to an individual to be able to work as part of a team and in employment.

Ben at The Ryman National Enterprise Challenge comments:

"The Ryman National Enterprise Challenge is delighted to once again be working with OCR to map our work to the Cambridge Nationals in Enterprise and Marketing. OCR have been extremely supportive in helping 140,000 young people enhance their skills through our programme and we are delighted to continue this relationship through this mapping."

# MAPPING

Cambridge Nationals Enterprise and Marketing J819				The Ryman National Enterprise Challenge	
Unit no.	Unit Title	LO no.	LO Title	Learning objective	
R064	Enterprise and marketing concepts	LO1	Understand how to target a market	1.1	Enterprise groups identify their target market for the enterprise ideas.
				1.2	Enterprise groups identify the type of market segmentation (eg age, gender, lifestyle).
				1.4, 1.5, 1.6	Finalists undertake market research (primary and secondary) to justify their proposals.
		LO2	Understand what makes a product or service financially viable	2.1, 2.2	Learners calculate costs involved for the enterprise idea.
				2.4	Learners predict sales and profit levels by estimating revenue and total costs.
		LO3	Understand product development	3.3	Enterprise groups identify a USP for the enterprise idea, and develop a design mix model – function, cost, appearance.
		LO4	Understand how to attract and retain customers	4.1	Consideration of the factors involved in pricing the enterprise idea.
				4.3	Methods of advertising and sales promotions identified and explained in the enterprise presentation.
		LO5	Understand factors for consideration when starting up a business		
		LO6	Understand different functional activities needed to support a business start-up	6.1, 6.2	Understanding the need for marketing and finance, and some consideration of the operations management involved.



# MAPPING

Cambridge Nationals Enterprise and Marketing J819				The Ryman National Enterprise Challenge	
Unit no.	Unit Title	LO no.	LO Title	Learning objective	
R065	Design a business proposal	LO1	Be able to identify the customer profile for a business challenge	1.1	Need for market segmentation identified and market segmentation techniques applied to the enterprise idea.
		LO2	Be able to complete market research to aid decisions relating to a business challenge	2.1, 2.2	Some appropriate market research methods applied to the enterprise activity and results reviewed.
		LO3	Be able to develop a design proposal for a business challenge	3.1	Draft designs developed from a given National Enterprise Challenge brief through a brainstorming session.
				3.2	Strengths and weaknesses of enterprise ideas discussed and group decision made to follow one idea to its conclusion. Feedback received from peers, own assessment and supporting staff.
		LO4	Be able to review whether a business proposal is viable	4.1	Costs per unit calculated (when the challenge is a product); selling price calculated and profit per unit calculated.
				4.2, 4.3	Group presentation justifies chosen pricing decision.



# MAPPING

Cambridge Nationals Enterprise and Marketing J819				The Ryman National Enterprise Challenge	
Unit no.	Unit Title	LO no.	LO Title	Learning objective	
R066	Market and pitch a business proposal	LO1	Be able to develop a brand identity and promotional plan to target a customer profile	1.1	Brand identify developed from the Enterprise Challenge brief provided; branding methods and techniques applied to the enterprise idea (eg logo, sounds/jingles, straplines/slogans; celebrity endorsements; characters); branding methods are created and used in the group presentation.
				1.2	Research of other brands when brainstorming enterprise ideas; group discusses likelihood of success or failure of different options when formulating final design idea.
				1.3	Promotional objectives explained and discussed before developing advertising ideas; methods of promotion agreed in the enterprise group (digital and offline/traditional); appropriate promotional methods selected and justified in the enterprise presentation.
		LO2	Be able to plan a pitch for a proposal	2.1	Planning of the enterprise idea pitch involves considering the audience needs; decision made by each group as to how to deliver the pitch (hand-outs; verbal prompts; visual aids); structure and content of the enterprise pitch planned (introduction; content in logical order; memorable closure; use of visual aids).
		LO3	Be able to pitch a proposal to an audience	3.1	All learners are involved in the enterprise idea presentation. All learners use and develop personal and presentation skills to deliver a professional pitch - professionalism; verbal and non-verbal; use of notes/cues; use of visual aids; confidence/enthusiasm/self-belief; presentation delivered within a time frame (time management); pitches rehearsed prior to final delivery; questions answered from the audience and judging panel.
				3.3	Practice of pitch in order to improve presentation for the final delivery.
				3.4	Enterprise idea pitches delivered to an external audience (National Enterprise Challenge staff).
		LO4	Be able to review the strengths and weaknesses of a proposal and pitch	Finalists only:	
				4.1	Winning teams from each school review their pitch (self-assessment; feedback from staff) and compare their pitch (content; personal presentation skills; ability to answer questions from the audience) to the requirements of the finals at the end of the year.
				4.2	Enterprise idea proposal is reviewed and refined for the finals (enterprise idea; pricing decision; brand; promotional plan).



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