

KS4 Business Studies

Cambridge Nationals in Enterprise & Marketing ([J819](#))

There are three mandatory units;

- Enterprise and marketing concepts (50%)
- Design a business proposal (25%)
- Market and pitch a business proposal (25%)

Students explore the techniques businesses use to understand their market and develop products, investigate what makes a product viable and understand how businesses attract and retain customers. Students are presented with a business challenge from which they create a researched and costed business proposal. They will carry out market research, present data, use idea generation tools, seek and act on feedback, and cost their proposals. Finally, students prepare for and pitch the business proposal that they developed in the previous unit. They develop a brand identity and investigate how best to promote their product and then plan, practise and finally deliver their pitch.