



OCR Level 2 National Certificate in Business

Unit 2 - Enterprise and Operations

Assessment Objective		Evidence Required	Pass	Merit	Distinction
AO1	Research and describe the current business environment relating to the proposed business venture.	Candidates' primary and secondary research must focus on the business environment as outlined in the knowledge, understanding and skills. The research findings must be related to the proposed business venture.	Candidates will show evidence limited research conducted with basic descriptions of the business environment associated with the proposed venture.	Candidates will show evidence of sound research conducted with clear descriptions of the business environment associated with the proposed venture.	Candidates will show evidence of extensive research conducted with comprehensive descriptions of the business environment associated with the proposed venture.
AO2	Describe the different forms of business ownership suitable for the proposed new venture and recommend the most appropriate.	Candidates should select a minimum of two different forms of business ownership which would be suitable for their chosen business venture. They must then recommend the most appropriate form of ownership clearly stating the reasons why.	Candidates will describe the different forms of business ownership in basic terms. The recommendation will be supported by limited justification.	Candidates will describe in detail the different forms of business ownership. The recommendation will be supported by sound justification.	Candidates will provide comprehensive descriptions of different forms of business ownership. The recommendation will be supported by thorough justification.

AO3	Research and present the information required to construct an outline business plan.	Candidates must carry out research and produce a business plan which includes the following sections: <ul style="list-style-type: none"> • Marketing • Finance • Human Resources • Materials and Equipment. 	Candidates will produce an outline business plan based on limited research.	Candidates will produce a clear business plan based on sound research.	Candidates will produce a coherent business plan based on extensive research.
AO4	Describe the operational systems needed to make the intended business successful.	Candidates must describe the operational systems as outlined in the knowledge, understanding and skills which are appropriate to their selected business venture.	Candidates will demonstrate they understand operational systems at a superficial level.	Candidates will demonstrate they have a clear understanding of the operational systems relevant to their own business venture.	Candidates will demonstrate they have a comprehensive understanding of the operational systems relevant to their own business venture.
AO5	Carry out a presentation to pitch a proposal for the new business venture to a key stakeholder.	Candidates must clearly identify the stakeholder the presentation is to be aimed at. The presentation must include: <ul style="list-style-type: none"> • Details of the proposed venture 			

		<ul style="list-style-type: none">• Benefit of involvement for the potential stakeholder• Supporting information (e.g. business plan, market information).			
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