

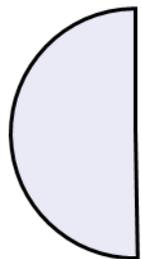
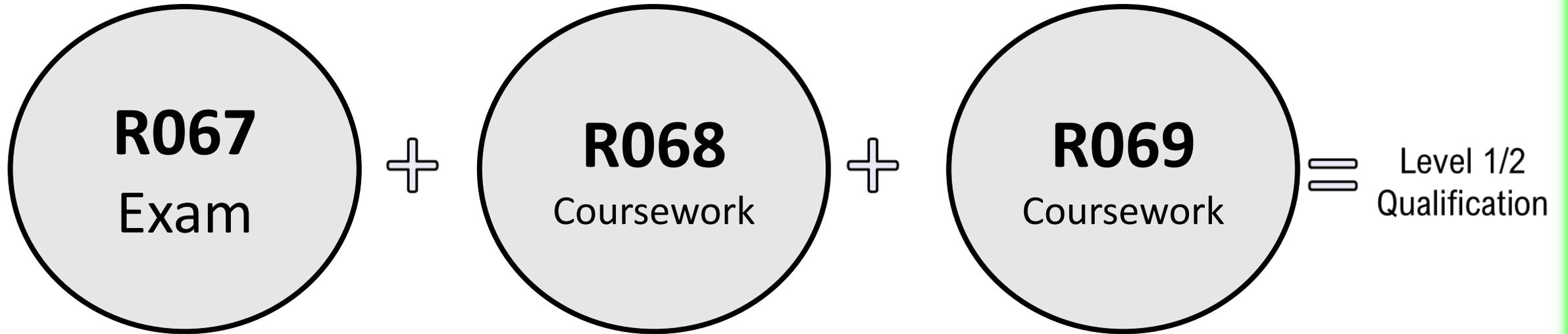
Cambridge National in **Enterprise & Marketing**

Course Introduction

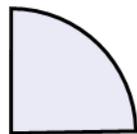
● Why a Vocational Qualification? ●

- A Vocational qualification is a combination of coursework and exam.
- A Vocational Qualification is suitable for any learner, but especially those that like to investigate and develop their ideas through a variety of mediums.
- These courses are a refreshing change to standard GCSEs and allows students to demonstrate their ability through coursework and not just an exam.

Course Structure

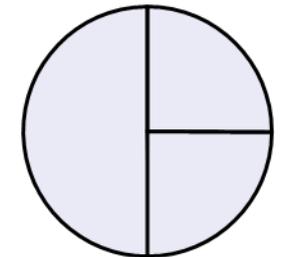
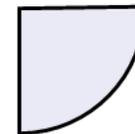


40% of the overall grade



30% of the overall grade

30% of the overall grade



● R068 – Year 10 (First Unit of Work) ●

- Design a Business Proposal.
- 5 tasks to complete for an exam board set scenario.
- Assessed through a portfolio of work.
- The work is marked in school and then sampled by OCR.
- A range of skills are assessed.

Some content from
the exam unit
crosses over.



Wide range of skills
and tasks to
complete.



Almost all tasks are
completed in
lesson time.



● R069 – Year 10 (Second Unit of Work) ●

- Market and Pitch a Business Proposal.
- 4 tasks to complete for the same scenario as R068.
- Again, a portfolio of work is required.
- The work is marked in school and sampled by OCR.
- Task 3 requires learners to pitch their product idea.

This unit develops skills for life (such as presenting).



A balance of written and practical tasks.



R067 – Year 11

- Enterprise and Marketing Concepts.
- 6 learning objectives to cover.
- Externally assessed exam; 1 hour 30 minutes.
- The exam can be taken in the January or June series.
- The exam can only be taken in Year 11 after both coursework units are complete

Some content is used
for coursework
units.

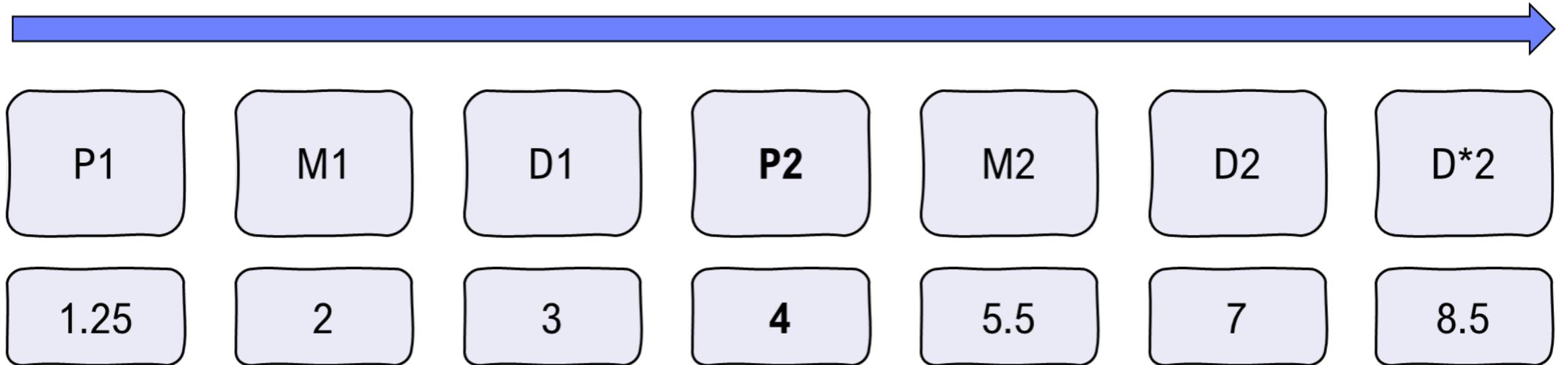


Calculators can be
used in the
exam.



Grading

- This is a vocational subject.
- There is still a lot of challenge involved in this course.
- Colleges and universities recognise challenge involved.



● Why Enterprise & Marketing ●

The course allows you to develop a wide range of skills from product development and calculations to presenting an idea as part of a formal pitch.

Develop learning and practical skills that can be applied to real-life contexts and work situations

Whilst there may be a lot of written elements to the course, there are also opportunities to draw, present and take in group activities.

Develop independence and confidence in using skills that would be relevant to the business and enterprise sector.

● Where can it take us? ●

- Similar to other Business Studies courses, this course is ideal for those who want to go on to study 'A' Levels in Business Studies, Accounting or Economics.
- The course prepares learners for new 'T' Level courses in Accounting, Digital Business Services or Finance.
- Progression is also possible to a range of post-16 vocational courses.
- There are lots of skills for life involved in this course!

More information?

For more information about this course, please visit the Cambridge Nationals page on the OCR website.

You are also welcome to speak to Mrs Landers in school for more details on this course and whether it is the right option for you.