

OCR Cambridge Nationals Enterprise & Marketing



Why study OCR Cambridge nationals Enterprise & Marketing?

“Business is a hard but rewarding subject – it helps you learn about the wider world.”

The Enterprise and Marketing course is a vocational course that is equivalent to a GCSE and follows the OCR Cambridge Nationals course. It comprises of 3 units:

- R067 - Enterprise and marketing concepts
- R068 - Design a business proposal
- R069 - Market and pitch a business proposal

How will I be assessed?

The qualification will be assessed by two units of coursework and one written exam.

In order to succeed a good level of literacy is required due to the nature and length of the coursework elements.

R067 - Enterprise and marketing concepts	R068 - Design a business proposal	R069 - Market and pitch a business proposal
<p><u>Written exam: 1 hour and 15 minutes; 70 marks</u></p> <p>40% of the total grade</p> <p>Topic area 1 – Characteristics, risks and reward for enterprise</p> <p>Topic area 2 – Market research to target a specific customer</p> <p>Topic area 3 – What makes a product financially viable</p> <p>Topic area 4 – Creating a marketing mix to support a product</p> <p>Topic area 5 – Factors to consider when starting up and running an enterprise</p>	<p><u>Written coursework</u></p> <p>30% of the total grade</p> <p>Topic area 1 – Market research</p> <p>Topic area 2 – How to identify a customer profile</p> <p>Topic area 3 – Develop a product proposal</p> <p>Topic area 4 – Review whether a business proposal is financially viable</p> <p>Topic area 5 – Review the likely success of the business proposal</p>	<p><u>Written coursework</u></p> <p>30% of the total grade</p> <p>Topic area 1 – Market and pitch a business proposal</p> <p>Topic area 2 – Create a promotional campaign for a brand and product</p> <p>Topic area 3 – Plan and pitch a proposal</p> <p>Topic area 4 – Review a brand proposal, promotional campaign and professional pitch</p> <p>This unit requires pupil to carry out a presentation of their work in front of an audience.</p>





Why study GCSE Business Studies

“Business is a hard but rewarding subject – it helps you learn about the wider world.”

The GCSE Business Studies course is an academic course that follows the Edexcel GCSE course. It comprises of 2 units:

- Unit 1 - Investigating Small Business
- Unit 2 - Building a Business

How will I be assessed?

The qualification will be assessed in two equally weighted exam papers both sat at the end of year 11.

There is no coursework.

Please note: In both these exam students will be required to carry out complex financial calculations and write short to long essay answers so a high level of literacy and numeracy is required to be successful in this subject.

Paper 1 - Investigating Small Business	Paper 2 – Building a Business
<u>Written exam: 1 hour and 45 minutes; 90 marks</u>	<u>Written exam: 1 hour and 45 minutes; 90 marks</u>
50% of the total GCSE	50% of the total GCSE
1.1 Enterprise and entrepreneurship	2.1 Growing the business
1.2 Spotting a business opportunity	2.2 Making marketing decisions
1.3 Putting a business idea into practice	2.3 Making operational decisions
1.4 Making the business effective	2.4 Making financial decisions
1.5 Understanding external influences on business	2.5 Making human resource decisions

