

Cambridge Nationals in Enterprise and Marketing



This course will appeal to you if:

- You want variety in the way you work and are assessed.
- You have an interest in vocational work-related qualifications.
- You wish to progress to a variety of other courses e.g. A Levels and BTECs etc.
- You are encouraged by working independently and as a team.

What will the learner study as part of this qualification?

Unit R064: Enterprise and marketing concepts	
60 GLH 1 hour 30 minute written examination 80 marks (120 UMS) OCR-set and marked	This question paper has two parts: <ul style="list-style-type: none"> • Part A - comprising of 16 multiple choice questions (MCQs) • Part B – comprising of short answer questions and three extended response questions. The extended response evaluation question will relate to LO4.
Unit R065: Design a business proposal	
30 GLH OCR-set assignment 60 marks (60 UMS) Centre-assessed and OCR moderated	The centre-assessed tasks will be practical tasks in the context of an OCR-set assignment.
Unit R066: Market and pitch a business proposal	
30 GLH OCR-set assignment 60 marks (60 UMS) Centre-assessed and OCR moderated	The centre-assessed tasks will be practical tasks in the context of an OCR-set assignment.

OCR-set assignments are available free of charge from the OCR website for the centre-assessed units R065 and R066.

To claim the Level 1/2 Cambridge National Certificate in Enterprise and Marketing qualification, learners must complete unit R064, unit R065 and unit R066.

The course

This is an alternative to the conventional GCSE approach and is equivalent to a GCSE grade 9 - 1. Course Assessment

50% of assessment is carried out internally with **2 units of coursework**, using a variety of methods including case studies, scenarios, role play, interviews, presentations and written work.

50% of the course is examination which is taken in **June of Year 10**.

Calculating the final grade

Qualification	Max Uniform Mark	Qualification Grade						U	
		Distinction* at L2	Distinction at L2	Merit at L2	Pass at L2	Distinction at L1	Merit at L1		Pass at L1
Certificate	240	216	192	168	144	120	96	72	0

How does this course complement other subjects?

- This qualification is complemented by a range of GCSEs such as History, Geography, Maths and English.
- It also complements creative subjects such as Art and Design and can be delivered alongside other vocational courses including ICT and Creative iMedia.
- **It helps provide a good balance between exam courses and coursework based courses!**

Contact Details

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