

# Cambridge National Enterprise and Marketing

*Making the Grade. Learn the pathway to academic success.*

**Subject Teachers:** Mr Clegg, Miss Rowe, Mrs Hill

**Curriculum Area:** Applied and Business

## Key Dates:

- 7 Sept – 23 October 2020: Skills Development
- 2 Nov 2020 – 16 July 2021: Unit R065 (coursework): Design a Business Proposal (25%)
- May 2022: Unit R064 (exam): Enterprise and Marketing Concepts (50%)

## Overview of Year 9:

- The first half term of Year 9 will involve the embedding of key skills which students will need to be successful on the course eg research skills, spreadsheets, making effective presentations. Students will be provided with the opportunity to practice these skills by completing tasks which relate to business scenarios.
- The remainder of the academic year will be spent working on the first coursework unit. The coursework unit is based on a business scenario set by the exam board. Students are asked to imagine that they work for Progress Ahead, a hat company, and are tasked with designing a new hat which will be stocked in the company's nationwide outlets.
- Tasks linked to the exam board scenario include:
  - Customer profiles
  - Importance of market research
  - Sampling
  - Conducting and analysing primary and secondary research
  - Product designs
  - Developing their proposal
  - Pricing
  - Finance
  - Risk
  - Financial viability

## How can families contribute to success on this course?

- Speak to your child on a regular basis about the work they have been set and encourage them to come and speak to their teacher if they are unsure of anything.
- Check that they are using the guidance they have been provided by their teachers including the task sheet and any notes in the lesson.
- Read your child's work and help them expand their responses by asking 'why?' and 'so what?' This will enable them to gain higher grades in their work.

- Encourage them to build in time to allow you to **proof read** their work.
- Encourage your child to create revision material from Day One – a lot of the content we teach in the coursework unit is also theory they will need to know for the public exam they sit in Year 10.
- Encourage them to take an interest in the business news and keep in touch with the big headlines eg Brexit. Alternatively, get them to choose a company that they are interested in and look out for news articles as they arise.
- Talk to your child about your work so that they gain an understanding of different roles and business environments
- If your child is absent, please ask them to see their teacher as soon as possible to find out what work they have missed

## Grading explained

Level	Grade	GCSE Equivalent
2	Distinction*	9
	Distinction	8
	Merit	6 / 7
	Pass	4 / 5
1	Distinction	3
	Merit	2
	Pass	1

## Units

Unit	Percentage of final assessment?	Assessment type	When do students cover this unit?
R065: Design a Business Proposal	25%	Coursework	Year 9
R064: Enterprise and Marketing Concepts	50%	Exam	Year 10
R066: Market and Pitch a Business Proposal	25%	Coursework	Year 11

## Resources for success:

- **www.businessed.co.uk** - PowerPoints, theory notes and a business dictionary. All of which have been written specifically for this course.
- **www.tutor2u** – an excellent website for business theory
- **ShowMyHomework** – homework will be published regularly on here, reflecting the tasks students are currently working on and resources to support (Task sheets, handouts, past papers)
- **Textbook** – Cambridge National Level 1 / 2 - Enterprise and Marketing – Tess Bayley and Leanna Oliver – ISBN: 978-1-5104-5676-1
- **Past Papers** - <https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/assessment/>

## Specification Information:

- OCR Level 1/2 Cambridge National Certificate in Enterprise and Marketing (J819)