

LEVEL 1/2 CAMBRIDGE NATIONALS IN ENTERPRISE AND MARKETING – VOCATIONAL

Examination Board – OCR

5 periods per 2 weeks

Course Content

This qualification has been designed to provide an engaging and stimulating introduction to the world of business. This course will encourage personal development of knowledge and skills relevant to the business world through practical participation in a range of vocational business activities. It will encourage learners to develop their people, communication, planning and team working skills.

There are three core units that students will study that cover the essential knowledge and skills required in the business sector. Learners will have the opportunity to develop the key enterprise and financial skills and knowledge necessary to enable them to understand how businesses recognise opportunities, and build on them to succeed. Learners will understand how a business makes and manages its money, and plan for the future.

Assessment

This course is assessed through a mixture of an external examination and coursework that students will complete during lessons and for homework.

RO64 enterprise and marketing concepts – assessed externally by an examination that students will sit at the end of year 10 and will count 50% towards their overall grade. This unit will cover the key business concepts.

RO65 design a business proposal – assessed internally by a piece of coursework that is set by the exam board. It will contribute 25% towards the overall qualification. Students will have to carry out research and put together a business plan for a particular business.

RO66 market and pitch a business proposal – assessed internally by a piece of coursework that is set by the exam board. It will contribute 25% towards the overall qualification. Students will have to decide on a marketing strategy for their business and present their business proposal to a panel of people.

Students will achieve a grade of distinction *, distinction, merit, pass, level 1 pass or fail.

Style of learning

A variety of teaching methods are used throughout the course, to ensure that all students take an active part in lessons. As well as formal teaching, we use video clips to look at real world businesses. Students will undertake their own research to complete projects. Homework will take many forms, such as research, answering exam style questions, producing business reports, reading activities, or working on their coursework.

Progression

Business Studies is an ideal qualification for any career. Everyone works for some form of business! This qualification could provide a starting point for a route into employment in many of the diverse areas of business, including roles in specialist areas such as marketing, finance, customer service or human resources in large businesses, or a more generic role in a small, local business.