

OCR Cambridge National Enterprise and Marketing

Curriculum content

Half term	Year 10	Year 11
Summer 2	R064 Learning Outcome 5: Understand factors for consideration when starting up a business	R065 Task 1: Identify the customer profile for a business challenge product
Autumn 1	R064 Learning Outcome 5: Understand factors for consideration when starting up a business (to finish) R064 Learning Outcome 6: Understand different functional activities needed to support a business start-up R064 Learning Outcome 1: Understand how to target a market	R065 Task 2: Complete market research to aid decisions R065 Task 2: Review market research R065 Task 3: Produce a design for a business challenge
Autumn 2	R064 Learning Outcome 2: Understand what makes a product or service financially viable R064 Learning Outcome 3: Understand product development	R065 Task 4: Develop a proposal for a business challenge R065 Task 5: Be able to review whether a business proposal is viable
Spring 1	R064 Learning Outcome 2: Understand what makes a product or service financially viable (to finish) R064 Learning Outcome 4: Understand how to attract and retain customers	R066 Task 1: Develop a brand identity and promotional plan to target your customer profile
Spring 2	R064 External Examination preparation	R066 Task 2: Develop a pitch for your proposal R066 Task 3: Pitch your business proposal to an audience
Summer 1	R064 External Examination	R066 Task 4: Develop a proposal for a business challenge

Skills

The skills developed throughout the course include:

- development of knowledge and understanding of enterprise and marketing concepts
- project management – enabling students to complete a project from start to finish
- providing and receiving feedback
- collaborative working
- presenting information effectively in front of peers and professionals in their pitch.
- analytical and self-evaluative skills in practical elements of the course.

Assessment

Assessment within the course is split between internal and external assessment. The external assessment is worth 50% of the overall course, and consists of one examination, which will take place at the end of Year 10, with an opportunity for a resit at the end of Year 11. There are two internal assessments that are both worth 25% of the overall course that will be carried out throughout Year 11. The codes for these assessments are:

R064 – External assessment – Enterprise and marketing concepts

R065 – Internal assessment – Design a business proposal

R066 – Internal assessment – Market and pitch a business proposal

Further details about the course can be found at <https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/>