

OCR Cambridge National in Enterprise + Marketing

What is this course?

This is a vocational course made up of **three units** which combine practical and theoretical elements to introduce and develop skills in **enterprise** and **marketing**. The grades awarded are slightly different to those for *GCSE* qualifications, but the challenge posed by the course is similar to that of any other Key Stage 4 qualification.

R064

- Worth **50%** of the overall qualification grade.
- Assessed through an external **theory exam**.
- There are **6 learning outcomes** covering the theoretical content required for the exam.
- The exam is 1 hour 30 mins and has a potential **80 marks**.
- A calculator is permitted in the exam for any maths related questions.

R065

- Worth **25%** of the overall qualification grade.
- Assessed through a **practical coursework**, internally marked and externally moderated by OCR.
- In this work you will follow the process to **design and introduce a new product** to the market.
- This piece of work has a potential **60 marks**.
- You will use some of the theory from R064 to complete this unit.

R066

- Worth **25%** of the overall qualification grade.
- Assessed through a **practical coursework**, internally marked and externally moderated by OCR.
- In this work you will **pitch** your product idea (Dragon's Den style) from R065.
- This piece of work has a potential **60 marks**.
- You will use some of the theory from R064 to complete this unit.

What skills will I use/develop?

- Communicating and explaining your ideas.
- Thinking creatively and making decisions.
- Solving business problems.
- Research and investigation skills.
- Working independently and meeting deadlines.

Where can it lead?

- Post 16 Business/Enterprise Courses.
- Apprenticeships.
- Business Ownership/Entrepreneurship.
- Employment; Accounting, Management, Admin, Retail, HR and many more

