

# LEVEL 1/2 CAMBRIDGE NATIONAL CERTIFICATE IN ENTERPRISE AND MARKETING



**Examination Board:** OCR  
**Subject Leader(s):** Mr G Baker



## Course Structure

Unit	Topics/Unit Title	Assessment	Weighting(%)
1	Enterprise and marketing concepts	Written examination 1 hour 30 minutes	50%
2	Design a business proposal	Centre assessed Practical tasks based on exam board set topic	25%
3	Market and pitch a business proposal	Centre assessed Practical tasks based on exam board set topic	25%

## What does the course involve?

A Cambridge National in Enterprise and Marketing gives students the practical skills and applied knowledge they'll need in business. Practical elements build on theoretical knowledge so that students can put their learning into practice while also developing valuable transferable skills.

### Enterprise and marketing concepts

Students will develop essential knowledge and understanding of enterprise and marketing concepts, which can be applied to the other units. Through the first topic students will understand the main activities that will need to happen to support a start-up business, and what the key factors are to consider when starting a business

### Design a business proposal

Students will develop the skills to design a business proposal to meet a specific business challenge. They will identify a customer profile for a specific product, complete market research to generate product design ideas, and use financial calculations to propose a pricing strategy and determine the viability of their product proposal

### Market and pitch a business proposal

Students will develop the skills to create a brand loyalty and promotional plan for their specific business product proposal. They will develop pitching skills in order to pitch their business proposal to an external audience. They will review their pitching skills and business proposal using their learning, self-assessment and feedback gathered.

## Further Study/Employment Prospects

This qualification is suitable for students who want to progress onto other related study, such as qualifications in business, enterprise and marketing.

They provide an excellent foundation for progression to Cambridge Technicals and other Level 3 vocational qualifications as well as A Levels and apprenticeships.