

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

Examination Board

OCR

Course overview

This qualification is for students who wish to develop applied knowledge and practical skills in enterprise and marketing. It is designed with both practical and theoretical elements, which will prepare students for further study of qualifications in enterprise, marketing or business. All learners will study three mandatory topics as follows:

- • Enterprise and marketing concepts
- • Design a business proposal
- • Market and pitch a business proposal

OCR L1/2 CAMNAT Certificate in Enterprise and Marketing	Number of teaching modules	Qualifications of the same size and level
	3	1 GCSE (1-9)

Course content and assessment

Four units are studied over the 2 years.

Unit	Assessment	Percentage of overall result
Unit R064 Enterprise and marketing concepts	External assessment – exam (Multiple choice questions, short answer questions and three extended response questions.)	50%
Unit R065 Design a business proposal	Centre-assessed and externally moderated by OCR - coursework	25%
Unit R066 Market and pitch a business proposal	Centre-assessed and externally moderated by OCR - coursework	25%

Grade	Level 1 Pass	Level 1 Merit	Level 1 Distinction	Level 2 Pass	Level 2 Merit	Level 2 Distinction	Level 2 Distinction*
GCSE Equivalent	Grades 1 - 3			Grades 4 to 8.5			

Post-16 courses available

Students with OCR L2 Enterprise and Marketing have the option either to progress their learning of the subject with Level 3 BTEC Extended Certificate in business, or use it towards their entry to other subjects. When you decide to enter employment the subject will also help you as you learn and use a variety of transferable skills throughout the course. These include the important business skills of decision making and planning, working in teams, communication skills and practical knowledge of the recruitment process.