



DRAYTON MANOR HIGH SCHOOL

YEAR 10 & 11 COURSES

Subject	Enterprise and Marketing
Course Level	Cambridge National Certificate
Examining Body	OCR

What will I be studying?

This is a vocationally-related qualification that takes an engaging, practical and inspiring approach to learning and assessment

Unit R064: Enterprise and marketing concepts

- Understand how to target a market
- Understand what makes a product or service financially viable
- Understand product development
- Understand how to attract and retain customers
- Understand factors for consideration when starting up a business
- Understand different functional activities needed to support a business start-up

Unit R065: Design a business proposal

- Be able to identify the customer profile for a business challenge
- Be able to complete market research to aid decisions relating to a business challenge
- Be able to develop a design proposal for a business challenge
- Be able to review whether a business proposal is viable

Unit R066: Market and pitch a business proposal

- Be able to develop a brand identity and promotional plan to target a customer profile
- Be able to plan a pitch for a proposal
- Be able to pitch a proposal to an audience
- Be able to review the strengths and weaknesses of a proposal and pitch

What skills will I develop?

- Practical skills - time management, personal organisation and action planning
- Analysis and evaluation of real business scenarios
- Presentation skills - addressing audiences using a variety of media and forms
- Interpersonal skills - communication and group work
- Cognitive skills - reflection and review of own and others' performances
- Mathematical skills for finance
- Information Technology - computing skills
- Problem solving

How will the course be structured?

The course is made up of 3 mandatory units as follows

Unit R064

Enterprise and marketing concepts

Unit R065

Design a business proposal

Unit R066

Market and pitch a business proposal

How will I be assessed?

Unit R064: 50% of the qualification
1 hour 30-minute written examination
80 marks (120 UMS)

This question paper has two parts:

Part A – Comprising of 16 multiple choice questions
Part B – Comprising of short answer questions and three extended response questions

Unit R065: 25% of the qualification
60 marks
Assignment and practical task

Unit R066: 25% of the qualification
60 marks
Assignment and practical task

If you have any further questions about taking this course, who should you speak to?

1. Head of Business and Economics – Ms Bartholomew