



Course: Cambridge National Enterprise & Marketing

OCR Course Website; <https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/>

Course Overview

Total of 3 Units;	Date of completion	Exam or Coursework
R064: Enterprise & marketing concepts	TAG submitted – completed work last academic year (2020-21)	Exam missed due to COVID
R065: Design a business proposal	Sept 2021 – April 2022	Coursework
R066: Market & pitch a business proposal	May 2022	Reduced unit; taught but not assessed

Deadlines

For the final unit R065 Design a business proposal

Pages 24-36 of the specification; <https://www.ocr.org.uk/Images/338513-specification.pdf>

Learning Outcome	Deadline
Learning Outcome 2: Complete market research to aid decisions	3rd December 2021
Learning Outcome 1: Be able to identify the customer profile for a business challenge	8th January 2022
Learning Outcome 3: Be able to develop a business proposal for a business challenge	11th February 2022
Learning Outcome 4: Be able to review whether a business proposal is viable	25 th March 2022

MAD – Making a Difference session

Weds lunch time – classroom B65

Other interventions by invite throughout the year when required for specific students

Useful Resources

- All teaching Powerpoints will be uploaded onto the students Class Teams Page in the class materials folder
- Cambridge National Level 1/2 Enterprise & Marketing Textbook
Author: Tess Bayley Leanna Oliver ISBN:9781510456761
Publisher: Hodder Education Date: 26 Apr 2019
- Websites;
<https://www.businessed.co.uk>
<https://www.bbc.co.uk/bitesize>
<https://www.twoteachers>