

# Enterprise and Marketing

## Frequently Asked Questions

### How does Enterprise and Marketing differ from Business Studies?

When studying Business Studies, you will cover all aspects of business in detail whereas Enterprise and Marketing will not go in depth into the topics of Finance, Human Resources and operations.

### Why would a student do an Enterprise and Marketing Cambridge National rather than a GCSE?

Cambridge Nationals are designed to allow students the freedom to explore more deeply the things that interest them. The teaching of the qualification will normally be through practical work, learning skills and how to do things that may be relevant to the world of work.

GCSE has two final exams at the end of the two years whereas Enterprise and Marketing has one exam and two pieces of coursework. The coursework is set and marked by your child's teacher. This will be done throughout the duration of their two-year course. So, if your child likes project work, enjoys research and doing practical things, they may find a Cambridge National a better option than a GCSE.

### This course requires in-depth writing and maintaining weekly deadlines.

### What you study in Enterprise and Marketing?

Unit R064: Enterprise and Marketing concepts (exam)

Students explore the techniques businesses use to understand their market and develop products, investigate what makes a product viable and understand how businesses attract and retain customers.

Unit R065: Design a business proposal (coursework)

Students are presented with a business challenge from which they create a researched and costed business proposal. They will carry out market research, present data, use idea generation tools, seek and act on feedback, and cost their proposals. In their work on this unit they will develop their self-assessment, collaborative working, creativity, numeracy, research and evaluative skills.

Unit R066: Market and pitch a business proposal (coursework)

Students prepare for and pitch the business proposal that they developed in the previous unit. They develop a brand identity and investigate how best to promote their product and then plan, practise and finally deliver their pitch. Afterwards they review both their performance and their business proposal. This will help develop their analysis and self-evaluative skills as well as those relating to self-presentation.

### How will students be Assessed?

**Year 10:** Unit R065: Design a business proposal (coursework)

**Year 11 January:** Unit R064: Enterprise and marketing concepts (exam)

**Year 11: May:** Unit R066: Market and pitch a business proposal (coursework)



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### What are the weightings of coursework and exam?

The course is weighted 50/50 towards exam and coursework. The grade equivalents are found at the end of this document.

### What grades are awarded?

Grades are not numbered like GCSE; students will achieve Level 1 or Level 2 grade which will be awarded as distinction, merit, or pass. Please see below.

<b>CAMBRIDGE NATIONALS IN</b> 		
<b>ENTERPRISE &amp; MARKETING GRADES</b>		
Enterprise & Marketing grade	Old grades	New grades
Level 2 Distinction*	A*	8.5
Level 2 Distinction	A	7
Level 2 Merit	B	5.5
Level 2 Pass	C	4
Level 1 Distinction	D	3
Level 1 Merit	E	2
Level 1 Pass	G/F	1.25

