

Cambridge National Level 1/2 Certificate in Enterprise & Marketing



Career Options

Accountant
Business Project Manager
Digital Marketing
Financial Adviser
Franchise Owner
Human Resources

Subject Content

RO67: Enterprise and marketing concepts (exam)

This unit gives students an overview of the main concepts that underpin a 'start-up' business. Key concepts include:

- Characteristics skills, risk and reward for enterprise
- Market research to target a specific customer
- What makes a product financially viable
- Creating a marketing mix to support a product
- Factors to consider when starting up and running an enterprise

RO68: Design a business proposal (coursework).

An exciting unit that involves designing a product proposal to meet the needs of a given group of customers, and then conduct research to gain an understanding of how successful their idea is likely to be in the market! As budding entrepreneurs, students will then have to adopt a suitable pricing strategy and produce financial calculations to determine whether their idea is likely to be viable.

RO69: Market and pitch a business proposal (coursework)

Having developed and researched a product idea, this unit is all about creating brand identity and promotional plan for it. Students will learn what brands are and how they are used, creating one for their product. Having moulded a brand image, students must then discuss the different promotional methods, and put together a promotional plan that will get the message across to the intended target market. Finally—in true 'Dragon's Den' style—students have to pitch their product as part of a presentation, and then review all elements of their product, promotion and pitch and make recommendations for improvement.

Assessment Information

This is the equivalent to a GCSE qualification and is graded from Level 1 Pass to Level 2 Distinction*

Unit R067: Enterprise and marketing concepts

- 40% of the marks will be awarded for this
- This unit is a 1hr 30 minute external examination
- This exam paper comprises multiple choice and short-answer questions, giving students a great foundation in understanding how businesses work, and the key concepts that any budding entrepreneur will need to understand if they are to be a success.

Unit R068: Design a business proposal

- This will account for 30% of the overall qualification.
- This is assessed internally via externally moderated coursework.

Unit R069: Market and pitch a business proposal

- This will account for 30% of the overall qualification.
- This is assessed internally via externally moderated coursework.

Why Study...?

This course is both active and enjoyable. To solve business problems you need to be good at communicating and explaining your ideas. You will learn how to be a creative thinker and how to make decisions. You will also learn about the world of business through research, investigation and practical tasks. You might have an interest in business, and want to start your own business one day. You may have an enquiring mind and be interested in learning about the world around you, how businesses are set up, and what it is that makes someone a great entrepreneur.

Key Contact: Mrs O'Brien