

INCLUDED ON THE  
2022-2023 PERFORMANCETABLES

Cambridge NATIONALS LEVEL 1/2



# ENTERPRISE AND MARKETING

Summary Brochure



OCR is a not-for-profit organisation. For us, success is measured through the impact and reach of our activities and the scale of our contribution in helping students realise their aspirations.

Our purpose is to work in partnership with others to provide general and vocational qualifications that support education in ways that enable students to reach their full potential, to equip them with the knowledge and skills they need for their future, and to recognise and celebrate their achievements.

We develop our qualifications in close consultation with teachers, industry leaders and government to ensure they are relevant for today's students and meet requirements set by the Office of Qualifications and Examinations Regulation (Ofqual).



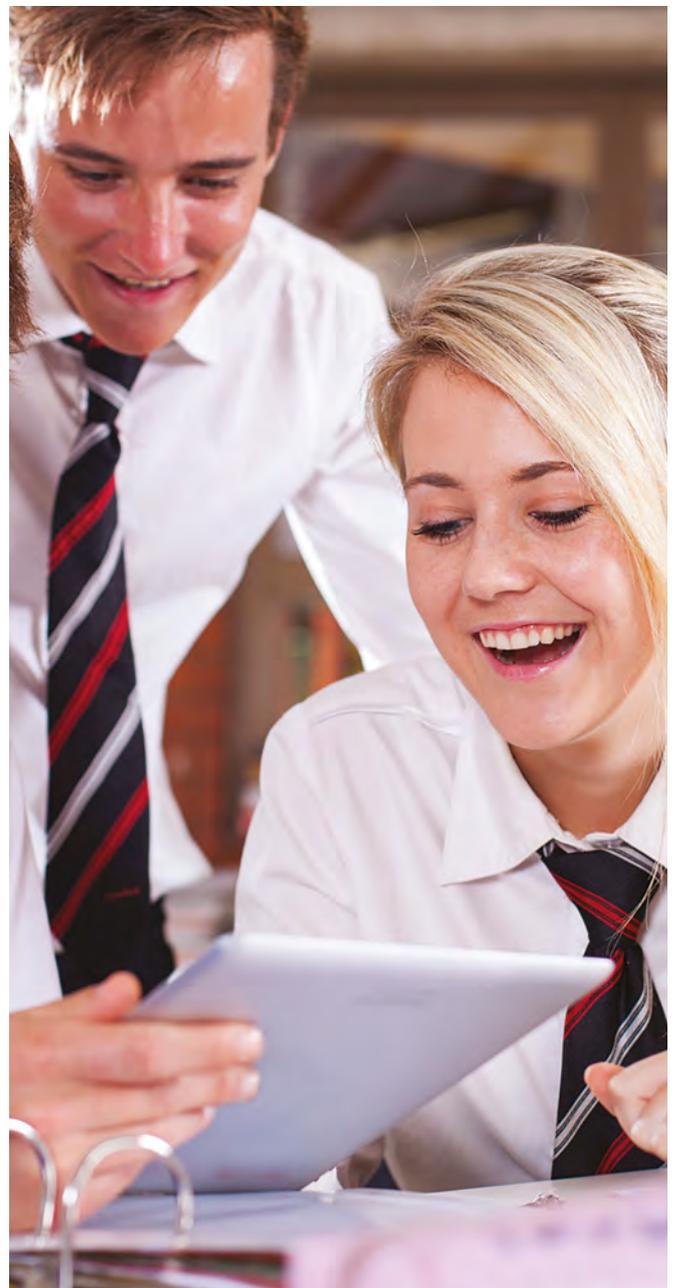
## Cambridge Nationals

**Cambridge Nationals are vocational qualifications at Level 1/2 for students aged 14–16.**

They are designed to fit into the curriculum and to offer the same size, rigour and performance points as GCSEs. They will form a key part of any students' Progress 8 and Attainment 8 approved subjects under the Technical Award category.

Offered at Level 1/2 so you don't need to close off your students' options too early, Cambridge Nationals give you a real alternative. Our administration is straightforward allowing you to get on with delivery and assessment and not drown in forms and processes.

The qualifications are recognised by Ofqual, DfE and 16–19 providers as progression to A Level, further education or on to an apprenticeship or work.



## OCR Level 1/2 Cambridge National Certificate in Enterprise and Marketing

**Launched for first teaching in September 2017, our Cambridge National Level 1/2 Certificate in Enterprise and Marketing qualification allows your students to achieve their potential and progress to the next stage of their lives, whether it be further education, an apprenticeship or employment.**

An aspiration for many young people is to be self-employed and start their own business. The skills required for this, such as being able to work collaboratively and creatively, solve problems and have awareness of businesses and customers, are also those requested by employers.

We've created a qualification that will allow your students to get to grips with key aspects of running small businesses with a focus on enterprise and marketing. To do this we've consulted with teachers, employers and entrepreneurs to make sure that your students will gain the right combination of knowledge, understanding and skills required for the 21st century.

The two centre-assessed units offer practical task-based assessment opportunities, alongside the examined unit which contains underpinning knowledge and understanding, resulting in a focused qualification that complements a Key Stage 4 study programme alongside other vocational qualifications and GCSEs.



# The Qualification

This qualification is 120 guided learning hours, and is equivalent to a GCSE in both size and rigour. It will fit into a study programme at Key Stage 4.

Scheme code	Qualification title	Guided learning hours (GLH)
J819	Level 1/2 Cambridge National Certificate in Enterprise and Marketing	120

# Performance Points

2022 performance tables (under Technical Award category)	✓
2023 performance tables (under Technical Award category)	✓

# Progression

Cambridge Nationals provide a strong base for progression to further education, whether it is on to our Level 3 Cambridge Technicals, A Levels, apprenticeship or work.



# OCR Level 1/2 Cambridge National Certificate in Enterprise and Marketing

**This qualification is for students aged 14–16 who wish to develop applied knowledge and practical skills in enterprise and marketing.**

## Unit 1

The first unit underpins the other learning in this qualification. Students will learn about 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. They will also learn about key aspects of small businesses, including ownership and functional activities.

Knowledge gained would be of use for further studies in other business and management qualifications including retail, marketing and customer service.

This unit is externally assessed through a 1 hour 30 minutes exam, set and marked by OCR. A range of different types of questions will be used, including multiple-choice, short/medium answer questions and extended response analysis and evaluation questions.

## Unit 2

In unit 2, students are provided with a business challenge. From this they will create a researched and costed business proposal. Students will need to undertake activities such as conducting market research, presenting data, using idea generation tools, seeking and acting on feedback, and costing proposals. This unit will develop students' self-assessment, collaborative working, creativity, numeracy, research and evaluative skills.

## Unit 3

In unit 3, students will prepare for and pitch their own business proposal that they developed in unit 2. Alongside developing a brand identity, students will investigate how to best promote their product and then plan and prepare their pitch. After delivering their practice and professional pitch they will review their own performance and business proposal. This unit will develop the students' analysis and self-evaluative skills as well as those relating to self-presentation.

The skills and knowledge developed in units 2 and 3 will be useful in a wide range of further qualifications and in applying for further education opportunities and jobs. Both units are assessed through an OCR-set assignment that is teacher marked and OCR moderated. The emphasis is on learners doing practical activities, showing how they can put their learning to use.



## Your Journey With Us...

**Our aim is to support you on your journey with us – from initial enquiry right through to results day. To get off on the right foot, you may want to take advantage of the support we provide for Cambridge Nationals.**

### Subject Advisor Support

Our qualifications have subject advisors who are there to support you for the duration of the qualification. If you are starting the qualification for the first time or are new to OCR then you can arrange to speak to a subject advisor on the telephone or via Skype to help get you started. Face to face network events, alongside other centres, can also be arranged. If at any time you need further support our subject advisors are always on hand to answer your email queries about delivery and assessment, qualification structure, resources and support – or any subject specific queries you might have. To ensure that your support is of the highest quality, our subject advisors are all experts in their area with a range of relevant experience including teaching, assessing and moderating.



### Cambridge Nationals TV

We have a series of videos designed to help you get the best out of the Cambridge Nationals qualifications. These often take the form of an interview with the chief moderator and cover topics such as delivery of content, how witness statements and OCR-set assignments work. These videos are available on the qualification pages of our website: [ocr.org.uk/cambridgenationals](http://ocr.org.uk/cambridgenationals)

### Professional Development

We provide regular online and face-to-face training opportunities, allowing you to ask a subject expert any question relating to the Cambridge Nationals subject. These events take place regularly throughout the year, and are absolutely free. To find out what's available visit: [ocr.org.uk/professionaldevelopment](http://ocr.org.uk/professionaldevelopment)



### Online Community

If you want to interact with other teachers then our online community is the place to go. A virtual community is located on our website: [ocr.org.uk](http://ocr.org.uk). Communities are grouped by subject area and offer an opportunity to ask for advice, swap resources and suggest ideas for teaching and lesson planning.

# Teaching, Learning and Assessment Support

In addition, we also provide a range of materials to assist you in your teaching and assessment. These include:

## Past Papers

Previous examination papers for each subject are placed on the website for you and your students to practise with.

## Sample Learner Work

We have created sample student work that shows, for each unit, an example of a Mark Band 1 piece of work and what it would have needed to move to Mark Band 2, and an example of a Mark Band 3 piece of work and why it was better than a Mark Band 2 piece of work.

## Combined Feedback

We have taken a past paper, the marking criteria for it and the examiner's comments and put them all into one document. It gives a really simple and clear view of the examined part of the Cambridge Nationals.

## Examiner Reports

To support your understanding of the assessment criteria, these reports offer constructive feedback on students performance in an exam series.

## ExamBuilder

Our free question-building platform allows you to filter by question types, topics or both. You also have the ability to select parts of questions, or full questions so you have a test that is bespoke to your students.

## Delivery Guide

A range of lesson ideas with associated activities you can use with students to deliver the content of the unit.

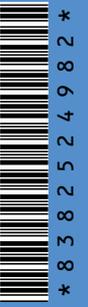
## Teaching Elements

Task sheets and accompanying instructions for some of the activities within the Delivery Guide.

## Scheme of Work

An outline which offers a perspective of how to deliver the units.





For more information visit

 [ocr.org.uk/cambridgenationals](https://ocr.org.uk/cambridgenationals)

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**01223 553998**

Alternatively, you can email us on  
**[vocational.qualifications@ocr.org.uk](mailto:vocational.qualifications@ocr.org.uk)**



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