

CAMNAT ENTERPRISE AND MARKETING (BUSINESS)



Cambridge National Level 1 and 2 Enterprise and Marketing (Business) (QN 603/7093/2) September 2022 Specification

Why do you study this course?

- This course has been designed to provide you with the knowledge and understanding of one of the world's most dynamic industries.
- It will allow you to develop skills in a range of business areas including finance and customer service.
- It will allow you to progress into employment, further education or onto the Level 3 Business course in the sixth form at Astley.

Units you will study in Year 10

Component	<u>Cambridge National Enterprise & Marketing</u>	<u>Assessment Method</u>
R067	Design a Business Proposal	Internal (Coursework)
R068	Market & Pitch a Business Proposal	Internal (Coursework)

Unit you will study in Year 11

Component	<u>Cambridge National Enterprise & Marketing</u>	<u>Assessment Method</u>
R069	Enterprise & Marketing Concepts	External (Examination)

Who will do the course?

- This is a level 1/2 course and is open to all students.

How is the course assessed?

- There are **three** units in this course **two** of which will be assessed using coursework projects. These will be marked in school by your teacher and moderated by the examination board. The third unit will be assessed by external examination.
- The course is equivalent to one GCSE grade 8 to 1 but marked as a Cambridge National Pass, Merit, Distinction or Distinction Star.

What styles of teaching and learning will be used?

- A variety of styles will be used to enable you to complete the course. You will research the enterprise/business industry through group work, individual assessment, the internet and teacher led activities.

For further information please contact Mr Gilhooley or Mrs Clennell:

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