

Year 10 - 11

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We Value:

Written communication skills will be developed through both projects and in the exam unit; **verbal communication** skills will also be required when it comes to pitching product ideas in R066. **Design work** is required in R065 when developing a new product idea and **maths skills** will be required when completing key calculations, like those for costs and profit

We offer these Opportunities:

In Year 10 - Cambridge National in **Enterprise & Marketing**

This is a vocational course made up of three units which combine practical and theoretical elements to introduce and develop skills in enterprise and marketing. The grades awarded for this course are slightly different to those for GCSE qualifications, but the challenge posed by the course is similar to that of any other Key Stage 4 qualification.

The three units covered are:

R064 – Enterprise & Marketing Concepts

- Worth **50%** of the overall qualification grade.
- Assessed by external **exam**.
- There are **6 learning objectives** covering the required theory for the exam.
- The exam is 1 hour 30 minutes long and has a potential **80 marks** available.
- A calculator is permitted in the exam for any maths related questions.

R065 – Design a Business Proposal

- Worth **25%** of the overall qualification grade.
- Assessed through a **portfolio of work** marked in school **out of 60** and then externally moderated by OCR.
- In this work, you will **design a new product**.
- Most of the work for this unit will be completed during lesson time in school.
- Some of the tasks for this unit cross over with R064.

R066 – Marketing & Pitch a Business Proposal

- Worth **25%** of the overall qualification grade.
- Assessed through a **portfolio of work** marked in school **out of 60** and then externally moderated by OCR.
- In this work, you will pitch your product idea from R065.
- Apart from preparing for a professional pitch, all of the work for this unit will be completed during lesson time.
- Some of the tasks for this unit cross over with R064.

This course isn't just for those who want to go on to study Post-16 Business courses! There are plenty of transferable skills, like presenting a professional pitch that will be useful for whatever pathway is taken. The course content links well with Maths, English, Business Studies, Art, ICT and iMedia. The course is, however, ideal for those who want to study A-Level or Level 2/3 Vocational Courses in Business Studies, Enterprise, Economics or Accounting.