

Subject: Business – KS4

Head of Dept/Faculty: Mr. A King

Qualification: OCR National in Enterprise & Marketing	Exam Board: OCR	Exam/NEA Split: 50% Exam / 50% Coursework
<p>The Cambridge National in Enterprise and Marketing offers a broad understanding of business with a focus on marketing and enterprise with a persuasion for students to be inspiring, creative and practical. The course is divided into 3 units:</p> <ul style="list-style-type: none">• Unit 1 looks at different types of ownership, market research, pricing up products, product development and the different departments involved in launching and developing products.• Unit 2 asks you to design and launch a new product onto a market• Unit 3 involves you pitching your idea to an audience		
<p>Summary:</p> <p>Unit 1 is 50% of the course and is a 1.5 hour external exam. Questions are a variety of multi-choice, theory and application</p> <p>Unit 2 is 25% of the course and is marked internally, but moderated externally</p> <p>Unit 3 is 25% of the course and is marked internally, but moderated externally</p> <p>Business is everywhere you go, surrounding you. The paper for this booklet you are reading for example, involved production – growing and cutting trees, manufacturing the paper and selling the paper. All the companies involved in that are making a profit and paying employees to work for them. These employees then spend money in lots of different ways and pay taxes to the government. The government then use some of that money to pay for your education, so you can come to school and read this article. I told you it was all around you!</p> <p>If you're interested in studying something that has a real impact on the world and its people, real life things then jump on board.</p>		