

Cambridge NATIONALS LEVEL 1/2

# ***ENTERPRISE AND MARKETING***



MAPPING CAMBRIDGE NATIONALS BUSINESS AND ENTERPRISE  
TO CAMBRIDGE NATIONALS ENTERPRISE AND MARKETING

Version 1

# INTRODUCTION

## TRANSITION GUIDANCE

### Moving from the 2012 Cambridge Nationals Business and Enterprise to Cambridge Nationals Enterprise and Marketing

Moving from the 2012 Cambridge Nationals Business and Enterprise award, to a similar sized qualification the Cambridge Nationals Enterprise and Marketing offers the perfect choice.

Cambridge Nationals Enterprise and Marketing J819 is a replacement for Cambridge Nationals in Business and Enterprise J804. This new qualification will be ready for first teaching in September 2017.

This dynamic new qualification has been developed with the support of employers and businesses, as well as the National Enterprise Challenge, to create engaging, inspiring and practical content. It will offer a broad understanding of Business, with a focus on Enterprise and Marketing.

#### Key benefits:

- Engaging content with practical learning that will allow students to develop business acumen and enterprising skills
- Developed to be recognised for Performance Points, Progress and Attainment 8 measures
- Combines both Level 1 and Level 2 so you don't have to close off your learner's options
- Succinct structure which makes planning and delivery straightforward
- Equivalent in size to a GCSE
- Comprehensive support package including CPD, resources and transition guide from our existing Cambridge Nationals in Business.

The qualification contains three mandatory units: R064: Enterprise and marketing concepts, R065: Design a business proposal and R066: Market and pitch a business proposal. Unit R064 is externally assessed and the other two units are internally assessed and externally moderated.

## Mapping 2012 Cambridge Nationals Business and Enterprise to Cambridge Nationals Enterprise and Marketing

This document shows how Cambridge Nationals 2012 Business and Enterprise units map to the units in the new Cambridge Nationals Enterprise and Marketing

2012 Cambridge Nationals Business and Enterprise J804 units Unit R061 Introduction to Business			Cambridge Nationals Enterprise and Marketing J819 units								
LO no.	LO title	THE CHANGE	Unit no.	Unit title	LO no.	LO title	Other comments				
LO1	Understand business ownership	These LOs are covered within the new Nationals	R064	Enterprise and marketing concepts	LO5	Understand factors for consideration when starting up a business	5.1 Appropriate forms of ownership for business start-ups				
LO2	Understand business objectives						5.3 The importance of a business plan				
LO3	Understand key functional areas of business	This LO is no longer stand-alone and has been divided into multiple LOs			LO1	Understand how to target a market	1.1 The need for customer segmentation 1.2 Types of market segmentation 1.3 The benefits of market segmentation 1.4 The purpose of market research 1.5 Primary (field) market research methods (physical or digital) and their benefits 1.6 Secondary (desk) market research sources and their benefits				
							LO2	Understand what makes a product or service financially viable	2.1 Cost of producing the product or service 2.2 Revenue generated by sales of the product or service 2.3 Use of break-even as an aid to decision making 2.4 Profit level		
									LO5	Understand factors for consideration when starting up a business	5.2 Source(s) of capital for business start-ups
											LO6

# MAPPING

2012 Cambridge Nationals Business and Enterprise J804 units Unit R061 Introduction to Business			Cambridge Nationals Enterprise and Marketing J819 units				
LO no.	LO title	THE CHANGE	Unit no.	Unit title	LO no.	LO title	Other comments
			R065	Design a business proposal	LO1	Be able to identify the customer profile for a business challenge	
					LO2	Be able to complete market research to aid decisions relating to a business challenge	
					LO4	Be able to review whether a business proposal is viable	4.1 Calculate the costs involved in a business challenge 4.2 Apply an appropriate strategy 4.3 Review the likely success of a business challenge
			R066	Market and pitch a business proposal	LO1	Be able to develop a brand identity and promotional plan to target a customer profile	1.1 Build a brand identity 1.3 Promote a product
LO4	Understand how external factors impact on business	This LO is covered in the new Nationals	R064	Enterprise and marketing concepts	LO3	Understand product development	3.4 The impact of external factors on product development

# MAPPING

2012 Cambridge Nationals Business and Enterprise J804 units Unit R062 Planning for work			Cambridge Nationals Enterprise and Marketing J819 units				
LO no.	LO title	THE CHANGE	Unit no.	Unit title	LO no.	LO title	Other comments
LO1	Be able to assess the requirements of job roles	These LOs are not in the new qualification					
LO2	Be able to take part in the recruitment process as an applicant						
LO3	Be able to plan for a career						

2012 Cambridge Nationals Business and Enterprise J804 units Unit R063 Setting up and running an enterprise			Cambridge Nationals Enterprise and Marketing J819 units				
LO no.	LO title	THE CHANGE	Unit no.	Unit title	LO no.	LO title	Other comments
LO1	Be able to select viable enterprise activities	These LOs are no longer stand-alone and has been divided into multiple LOs	R065	Design a business proposal	LO3	Be able to develop a design proposal for a business challenge	3.1 Produce product designs for a business challenge
					LO4	Be able to review whether a business proposal is viable	4.3 Review the likely success of a business challenge
LO2	Be able to plan enterprise activities				LO4	Be able to review whether a business proposal is viable	4.1 Calculate the costs involved in a business challenge 4.2 Apply an appropriate pricing strategy 4.3 Review the likely success of a business challenge  R066 – LO2 Be able to plan a pitch for a proposal – elements of this could be related as although it is a ‘pitch’ they still have to ‘plan’ it. It is linked but not directly

# MAPPING

2012 Cambridge Nationals Business and Enterprise J804 units Unit R063 Setting up and running an enterprise			Cambridge Nationals Enterprise and Marketing J819 units				
LO no.	LO title	THE CHANGE	Unit no.	Unit title	LO no.	LO title	Other comments
LO3	Be able to implement enterprise activity plans	These LOs are not in the new qualification					
L04	Be able to contribute to the running of enterprise activities						
LO5	Be able to review the success of enterprise activities	This LO is covered in the new Nationals	R066	Market and pitch a business proposal	LO4	Be able to review the strengths and weaknesses of a proposal and pitch	4.1 Review a professional pitch to an external audience 4.2 Review a business proposal



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