

# Subject Overview Business – Year 10

The OCR Cambridge National in Enterprise and Marketing equips students with practical business skills over two years. In Year 10, the focus is on the R067 "Enterprise and Marketing Concepts" exam, covering entrepreneurship, market research, the marketing mix (Product, Price, Place, Promotion), and financial viability.

	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6	
<b>Knowledge &amp; Skills</b>	<p><b>Unit 1 Business Activity - Starting and Growing a Business</b></p> <ul style="list-style-type: none"> <li>• Goods and Services</li> <li>• Entrepreneurs</li> <li>• Risk and Reward</li> <li>• Aims and Objectives</li> <li>• Business Plan</li> <li>• Ownership</li> <li>• Stakeholders</li> <li>• Business Growth</li> </ul> <p>Identify and contextualise knowledge according to different business scenarios</p>	<p><b>Unit 2 Marketing - Understanding Customers and the Marketing Mix</b></p> <ul style="list-style-type: none"> <li>• The role of marketing</li> <li>• Market research</li> <li>• Market segmentation</li> <li>• The Marketing Mix – Product, Price, Place and Promotion</li> </ul> <p>Apply knowledge of marketing and discuss how businesses make decisions about the marketing mix.</p>	<p><b>Unit 3 People - Managing Human Resources</b></p> <ul style="list-style-type: none"> <li>• The role of human resources</li> <li>• Organisational structures</li> <li>• Ways of workings</li> <li>• Communication in business</li> <li>• Recruitment and selection</li> <li>• Motivation and retention</li> <li>• Training and development</li> <li>• Employment law.</li> </ul>	<p><b>Unit 3 People - Managing Human Resources</b></p> <ul style="list-style-type: none"> <li>• The role of human resources</li> <li>• Organisational structures</li> <li>• Ways of workings</li> <li>• Communication in business</li> <li>• Recruitment and selection</li> <li>• Motivation and retention</li> <li>• Training and development</li> <li>• Employment law.</li> </ul> <p>Identifying qualities and attributes across a range of career choices.</p>	<p><b>Unit 4 Operations and Finance – Managing Production and Money</b></p> <ul style="list-style-type: none"> <li>• Production processes</li> <li>• Quality of goods and services</li> <li>• Customer service and the sales process</li> <li>• Consumer law</li> <li>• Business location</li> <li>• Working with suppliers</li> </ul>	<p><b>Unit 5 Finance</b></p> <ul style="list-style-type: none"> <li>• The role of the Finance Function</li> <li>• Sources of Finance</li> <li>• Revenues, costs, profit and loss</li> <li>• Break-Even</li> <li>• Cash and Cash Flow</li> </ul> <p>Calculate and complete financial information.</p>	
	<p><b>Assessment 1</b></p> <ul style="list-style-type: none"> <li>• Goods and Services</li> <li>• Entrepreneurs</li> <li>• Risk and Reward</li> <li>• Aims and Objectives</li> <li>• Business Plan</li> <li>• Ownership</li> <li>• Stakeholders</li> <li>• Business Growth</li> </ul>		<p><b>Assessment 2</b></p> <ul style="list-style-type: none"> <li>• Goods and Services</li> <li>• Entrepreneurs</li> <li>• Risk and Reward</li> <li>• Aims and Objectives</li> <li>• Business Plan</li> <li>• Ownership</li> <li>• Stakeholders</li> <li>• Business Growth</li> <li>• Marketing</li> <li>• Human Resources</li> <li>• Recruitment</li> <li>• Motivation</li> <li>• Employment law</li> </ul>	<p>See next page for "Beyond The Curriculum"</p>	<p><b>Assessment 3</b></p> <ul style="list-style-type: none"> <li>• Goods and Services</li> <li>• Entrepreneurs</li> <li>• Risk and Reward</li> <li>• Aims and Objectives</li> <li>• Business Plan</li> <li>• Ownership</li> <li>• Stakeholders</li> <li>• Business Growth</li> <li>• Marketing</li> <li>• Human Resources</li> <li>• Recruitment</li> <li>• Motivation</li> <li>• Employment law</li> <li>• Production process</li> <li>• Quality</li> <li>• Consumer Law</li> <li>• Suppliers</li> </ul>		

<p style="text-align: center;"><b>Beyond The Curriculum</b></p>	<p><b>Places to Visit:</b> Local Chambers of Commerce:</p> <p><b>Websites to Explore:</b> Dragons' Den (BBC iPlayer/YouTube Gov.uk - Business and self-employed Companies House</p> <p><b>Wider Reading / Periodicals:</b> "The Lean Startup" by Eric Ries: "Shoe Dog" by Phil Knight Business sections of national newspapers</p>	<p><b>Places to Visit:</b> Local businesses: Arrange visits to a variety of local businesses Business incubators/accelerators Local Chambers of Commerce</p> <p><b>Websites to Explore:</b> Dragons' Den (BBC iPlayer/YouTube): The Prince's Trust: Gov.uk - Business and self-employed:</p> <p><b>Wider Reading / Periodicals:</b> "The Lean Startup" by Eric Ries "Shoe Dog" by Phil Knight Forbes, Inc., Entrepreneur magazines (online)</p>	<p><b>Places to Visit:</b> Advertising agencies Retail parks/shopping centres Museums of Brands, Packaging and Advertising (London).</p> <p><b>Websites to Explore:</b> Marketing Week, The Drum Ofcom Consumer websites (e.g., Which?) Companies' own marketing pages/blogs</p> <p><b>Wider Reading / Periodicals:</b> "Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger "Influence: The Psychology of Persuasion" by Robert Cialdini Brand magazines (e.g., Nike, Coca-Cola)</p>	<p><b>Places to Visit:</b> Human Resources departments of large local companies Career fairs Colleges/Universities</p> <p><b>Websites to Explore:</b> ACAS (Advisory, Conciliation and Arbitration Service CIPD (Chartered Institute of Personnel and Development Indeed, LinkedIn, Glassdoor Gov.uk</p> <p><b>Wider Reading / Periodicals:</b> "Drive: The Surprising Truth About What Motivates Us" by Daniel H. Pink Business books on leadership and teamwork HR Magazine, People Management</p>	<p><b>Places to Visit:</b> Career fairs Colleges/Universities</p> <p><b>Websites to Explore:</b> CIPD (Chartered Institute of Personnel and Development</p> <p><b>Wider Reading / Periodicals:</b> "Drive: The Surprising Truth About What Motivates Us" by Daniel H. Pink HR Magazine, People Management</p>	<p><b>Places to Visit:</b> Local bank branches: Accountancy firms: Stock Exchange (e.g., London Stock Exchange</p> <p><b>Websites to Explore:</b> <b>BBC Bitesize Business - Finance</b> The Bank of England Company investor relations pages FCA (Financial Conduct Authority</p> <p><b>Wider Reading / Periodicals:</b> "Rich Dad Poor Dad" by Robert Kiyosak Financial Times, Wall Street Journal The Economist</p>
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