



Subject: **Vocational Business**
(OCR Cambridge Nationals L1/L2 Enterprise & Marketing)

Year: **10**

Autumn term Half term 1	<p>Unit of learning: R064 Enterprise and marketing Concepts</p> <p>LO1 – Understand how to target a market (followed by LO1 assessment)</p> <p>LO2 – Understand what makes a product or service financially viable (followed by LO2 assessment)</p> <p>LO3 – Understand product development (followed by LO3 assessment)</p> <p>(Some lessons will be based around when BBC One The Apprentice series begins)</p>
Autumn term Half term 2	<p>Unit of learning: R064 Enterprise and marketing Concepts</p> <p>LO4 – Understand how to attract and retain customers (followed by LO4 assessment)</p> <p>LO5 – Understand factors for consideration when starting up a business (followed by LO5 assessment)</p> <p>LO6 – Understand different functional activities needed to support a business start-up (followed by LO6 assessment)</p> <p>(Some lessons will be based around when BBC One The Apprentice series begins)</p>
Spring term Half term 1	<p>Unit of learning: R065: Design a business proposal (practise coursework)</p> <p>LO1 – Be able to identify the customer profile for a business challenge</p> <p>LO2 – Be able to complete market research to aid decisions relating to a business challenge</p> <p>LO3 – Be able to develop a design proposal for a business challenge</p> <p>LO4 – Be able to review whether a business proposal is viable</p> <p>(Hand in first draft of R065 for feedback)</p>
Spring term Half term 2	<p>Unit of learning: R065 and R064</p> <p>Improve R065 practise coursework</p> <p>R064 revision and practise questions/papers</p>
Summer term Half term 1	<p>Unit of learning: R064 and R065</p> <p>R064 mock exam (part of year 10 mocks)</p> <p>R065 – real coursework</p>
Summer term Half term 2	<p>Unit of learning: R065</p> <p>R065 – real coursework</p>