

CURRICULUM OVERVIEW FOR APPLIED BUSINESS

EXAM BOARD: OCR Level 2 Cambridge National Certificate in Enterprise and Marketing SPECIFICATION CODE: J819



	AUTUMN 1	AUTUMN 2	SPRING 1	SPRING 2	SUMMER 1	SUMMER 2
	Attentive & Discerning	Faith-filled & hopeful	Intentional & prophetic	Compassionate & Loving	Learned & Wise	Curious & Active
Year 10	Unit RO64: Exam Segmentation Market research Primary research methods Secondary research methods Types of customer feedback Cost, revenue, break even and profit	Unit RO64: Exam The product lifecycle Extension strategies Product differentiation The impact of external factors on product development Pricing strategy	Unit RO64: Exam Types of advertising methods Sales promotion techniques Customer service Forms of ownership for business start-ups Sources of capital for business start-ups	Unit RO64: Exam Business Plans Purpose and main activities of functional areas of: Human resources Marketing Operations Finance	Unit RO64: Exam Revision Begin unit RO65 coursework: Design a business proposal Customer profiles	Unit RO65: Coursework Market research
Year 11	Unit RO65: Coursework Develop a design proposal for a business challenge Review whether a business proposal is viable	Unit RO65: Coursework Amendments	Unit RO66: Coursework Develop a brand identity and promotional plan to target a customer profile Plan a pitch for a proposal	Unit RO66: Coursework Pitch a proposal to an audience Review strengths and weaknesses of a proposal and pitch	Unit RO66: Coursework Amendments	N/A