

# Year 10 Business Studies | Yearly Overview

Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
<p><b>Past Explorations:</b> Previously in Business Students have explored the importance of market research and how to plan events using the data gathered, during their innovation and technology lessons at Key Stage 3.</p> <p>This will help the students in this by allowing them to use the knowledge of market research and working in teams to help them develop the skills and understanding required to produce a new product and to pitch their ideas to an audience.</p>	<p><b>Past Explorations:</b> Previously in Business Students have explored market research and used their understanding to develop appropriate market research tools to gather information that businesses will use to help them understand their customer requirements.</p> <p>This will help students in this by allowing them to understand how businesses gather the information they require to be competitive. This will also have provided students with an insight into the marketing mix elements.</p>	<p><b>Past Explorations:</b> Previously in Business Students have explored how businesses target different customers depending on their interests in order to make profit and to build brand loyalty. They have also been exploring how market research helps businesses to understand their customers wants and needs and how to use this data effectively within the business, which has allowed students to explore further how businesses use the marketing mix to then meet these needs.</p> <p>This will help students in this by allowing them to use this information to help develop ideas for a business plan and the elements which are required within this area.</p>	<p><b>Past Explorations:</b> Previously in Business Students have explored how businesses use a range of strategies in order to make them successful.</p> <p>This will help students in this by allowing them to use their knowledge and put it into a context of creating their own business proposal.</p>	<p><b>Past Explorations:</b> Previously in Business Students have explored a range of market research techniques to understand their customer needs and wants. This exploration has allowed students to focus on the key areas that would satisfy their customer needs and wants.</p> <p>This will help students in this by allowing them to use their findings to help design the products for their proposal.</p>	<p><b>Past Explorations:</b> Previously in Business Students have explored using research to design a product for their business proposal.</p> <p>This will help students in this by allowing them to understand the key areas that businesses need to consider when designing products and looking at the feasibility of these ideas.</p>
<p><b>Termly Exploration Question: How do we target a specific market to make a profit?</b></p>	<p><b>Termly Exploration Question: How can a business develop a product and retain its existing customers?</b></p>	<p><b>Termly Exploration Question: What must a new start up business consider?</b></p>	<p><b>Termly Exploration Question: How do I segment my target market?</b></p>	<p><b>Termly Exploration Question: How do businesses design their products and assess their feasibility?</b></p>	<p><b>Termly Exploration Question: How can businesses evaluate the feasibility of their products?</b></p>
<p><b>Termly Overview:</b> Students will have a short introduction in the first two week to introduce some presentation skills and analytical skills to improve their business knowledge. Following this they will then explore target audiences and ways to ensure businesses make a profit.</p> <p>The exam Unit RO64 is worth 50% of the final course grade following two coursework units worth 25% each</p> <p>Topic R064 exam unit - Learning Objective 1 &amp; 2</p> <p><b>Link to specification -</b>  <a href="https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/">https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/</a></p>	<p><b>Termly Overview:</b> Students will continue with the exam Unit RO64 which is worth 50% of the final course grade following two coursework units worth 25% each. In this term students will explore how a product is developed and adapted to ensure customers are retained.</p> <p>R064 exam unit - Learning Objective 3 &amp; 4 and partially 5, incorporating the use of the business plan when designing new products</p> <p><b>Link to specification -</b>  <a href="https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/">https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/</a></p>	<p><b>Termly Overview:</b> Students will continue with the exam Unit RO64 which is worth 50% of the final course grade following two coursework units worth 25% each.</p> <p>R064 exam unit - Learning Objective 5&amp;6 will be developed to make sure that students understand the role that functional activities play in business planning such as HR and marketing and how they play a role in what needs to be done in a business.</p> <p>What must a business consider when financing their start up and what are the different functional activities involved in a business.</p>	<p><b>Termly Overview:</b> The learning is for RO64 to cover the last objective for their exam series in May 2020. The beginning of term will give students the opportunity for a mock paper with results.</p> <p><b>Link to specification -</b>  <a href="https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/">https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/</a></p> <p>RO65 Design a Business Proposal        This will correlate with the coursework unit RO65 to transfer knowledge to application of a business proposal.</p>	<p><b>Termly Overview:</b> Students will explore the methods that businesses can use to create designs for their products. Students will also explore how to self assess designs and gather peer feedback to allow them to make alterations to their ideas, which are suited for their proposal.</p>	<p><b>Termly Overview:</b> Students will explore financial data available to businesses to help evaluate the feasibility of their business proposal. Students will use this data to help develop pricing strategies and financial analysis through looking at break-even to help identify if their business proposal is financially feasible.</p>

<a href="#">/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/</a>	<a href="#">marketing-level-1-and-2-certificate-j819/</a>	<p><b>Link to specification -</b></p> <p><a href="https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/">https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/</a></p>	<p>Students will be introduced to the coursework unit to increase the teaching and learning element and it will help guide students with their understanding from exam topics. The RO64 unit is a synoptic unit used to cover all knowledge and learning that must be applied in the coursework unit.</p>		
<p><b>Future Explorations:</b> Going forward in Business Studies, students will explore how businesses change their products over time based on their life cycle and how this will allow businesses to become more competitive. Students will also be able to explore a range of strategies that businesses use to become more competitive such as pricing and promotion.</p> <p>This unit will help them with this because they will have an enhanced understanding of what is required when creating their own research and how to gather the appropriate information for businesses to become competitive.</p>	<p><b>Future Explorations:</b> Going forward in Business Studies, students will explore how businesses manage their finance and what sources are available to them to support further funding for their business. Students will also explore a range of training methods that are used by businesses to improve efficiency.</p> <p>This unit will help them with this because explorations will allow for students to develop their understanding of how businesses remain competitive.</p>	<p><b>Future Explorations:</b> Going forward in Business Studies, students will explore creating a business proposal using the theory which they have developed in R064. The business proposal will focus on the key elements which have been explored previously.</p> <p>This unit will help them with this because it will allow students to demonstrate further knowledge of the key areas of business and what they need to consider in order to be successful.</p>	<p><b>Future Explorations:</b> Going forward in Business Studies, students will explore creating market research materials and analysing data to allow students to make alterations to their business proposal based on their customers wants and needs.</p> <p>This unit will help them with this because they will use previous knowledge in a practical way demonstrating their knowledge in the key areas.</p>	<p><b>Future Explorations:</b> Going forward in Business Studies, students will look at how businesses cost their product ideas, identify if their product idea is feasible and to evaluate their proposal before pitching their idea to investors.</p> <p>This unit will help them with this because students will have to think about their designs and how they will sell their designs in order to make a profit by using financial data to support the feasibility of their products.</p>	<p><b>Future Explorations:</b> Going forward in Business Studies, students will develop a brand for their new business idea, which will allow them to create a product proposal which they will pitch to investors.</p> <p>This unit will help them with this because students will have to think about all of the areas that investors are interested in before they would invest in a new business proposal.</p>