



Core Concepts Business

Core concepts - How the theme is developed through the curriculum				
Curriculum Themes (these can be disciplinary/procedural or substantive/declarative)				
	Year 10	Year 11	Year 12	Year 13
Entrepreneurship	Planning a product creation/launch from OCR exam board scenario - June RO68.	Characteristics of successful entrepreneurs	Reasons why businesses plan (unit 1).	Factors to be considered when making business decisions (Unit 3).
		Risks and rewards for the entrepreneur and the business - RO67.		Planning a project and managing a project (Unit 16, 22).
		Skills of an entrepreneur and understanding the business planning process - RO67.		
Business ownership and organisational structure		Different types of business ownership and benefits and drawbacks of each one -RO67.	Different types of businesses and their objectives. (Unit 1)	Protocols to be followed when working in business (Unit 2).
			How the functional areas of businesses work together to support the activities of the business. (Unit 1)	
			The effect different organisational structures have on how business operate (Unit 1).	
Business Finance	Costing of a product in a scenario basis - RO68.	Understanding sources of capital and benefits/drawbacks of each one - RO67.	To use and interpret financial information to check the financial health of a business (Unit 1).	Be able to use data to monitor change management in businesses (Unit 15).
	Calculating the break even point of a product - scenario based RO68.	Calculating the costing of a product using unseen scenarios in exam - RO67.	Assess the performance of businesses to inform future business activities (Unit 1).	Conduct budget variance analysis.
	Calculating revenue from a sales prediction - RO68.	Calculating break even of unseen scenario - RO67.	Use financial data to inform business decisions (Unit 3).	
	Calculating profit from sales prediction - RO68.	Calculating revenue from an unseen source of sales - RO67 .	Business calculations: costs, revenue, profit, break even, margin of safety, cash flow forecast, average rate of return, investment appraisal - Unit 1,3)	
		Calculating profit from an unseen source of sales- RO67.		



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Marketing	Conduct market research for a scenario given by exam board and make decisions based upon this - RO68.	Understand why businesses need to conduct market research - target audience, customer profile - RO67.	Understand how marketing information informs business decisions (Unit 3).	
	Understand sampling methods used when carrying out market research - RO68.	Develop a brand for a chosen product - RO69.	The role of marketing in businesses (Unit 5).	
	Create a marketing campaign and set objectives - RO69.	Pitch and present a product idea and a basic marketing campaign based upon the idea proposal - RO69.	The constraints on marketing (Unit 5).	
	Create a time frame for the marketing campaign - RO69.		Carry out marketing research for business opportunities (Unit 5).	
	Create marketing materials for the marketing campaign and idea proposal - RO69.		Validate and present market research findings (Unit 5).	
			The purpose of marketing strategies (Unit 6).	
			Factors influencing marketing strategies (Unit 6).	
			Understand digital marketing, how it is used and the impact on businesses and customers. (Unit 5,7).	
			Benefits of branding (Unit 6).	
			Business tools to propose marketing strategies (Unit 6).	
			The purpose of marketing campaigns (Unit 7).	
			The marketing mix (Unit 7).	
			The role of Public Relations (PR), advertising and digital marketing agencies in business (Unit 7).	
	Planning of marketing campaigns (Unit 7).			
	Pitch planned marketing campaigns (Unit 7).			
Human Resources			Calculate HR data to inform business decisions (Unit 3).	Protocols to be followed when working in business (Unit 2).
				Be able to use data to monitor change management in businesses (Unit 15).
				Identifying staffing for a specific project (Unit 16, 22)
				Making decisions based on skills of a team, understand how skills can help a project (Unit 16, 22).



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Operations Management	Plan to create a product based on the scenario and provided list of raw materials - RO68.		Assess the performance of businesses to inform future business activities (Unit 1).	Be able to use data to monitor change management in businesses (Unit 15).
			How operations data can be used to make decisions (Unit 3).	
Customer services			Understand who customers are and why they are important to businesses (Unit 4).	
			How to communicate with customers and the benefits of effective communication (Unit 4).	
			How to establish a rapport with customers through verbal and non-verbal skills (Unit 4).	
			How to convey messages for business purposes (Unit 4).	
Business support services			Constraints and issues which affect sharing, storing and use of information for business communications (Unit 4).	Protocols to be followed when working in business (Unit 2).
				Factors that influence the arrangement of business meetings (Unit 2).
				Purpose, interpretation and completion of business documents (Unit 2).
				Prioritisation of business tasks (Unit 9).
				How to communicate effectively with stakeholders (Unit 2).
External influences and constraints	Risks and challenges that a new product might face - RO68.	Risks and challenges that might influence a marketing campaign - RO69.	The relationship between businesses and stakeholders (Unit 1).	The external influences driving change (Unit 15).
			External influences and constraints on businesses and how businesses could respond (Unit 1).	Risks and contingencies in project management (Unit 16, 22)
			Assess the performance of businesses to inform future business activities (Unit 1).	
			Constraints and issues which affect sharing, storing and use of information for business communications (Unit 4).	
			The constraints on marketing (Unit 5).	



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Project management and change management			Assess the performance of businesses to inform future business activities (Unit 1).	The drivers of change (Unit 15).
			Factors to be considered when making business decisions (Unit 3).	Theories of change management (Unit 15).
			Use resources, project and change management information to inform business decisions (Unit 3).	Planning for change, managing change and overcoming barriers to change (Unit 15).
			To use information to make and justify business decisions (Unit 3).	Assess the impacts of change on businesses and stakeholders (Unit 15).
			Factors influencing marketing strategies (Unit 6).	Be able to use data to monitor change management in businesses (Unit 15).
			Using project management tools - decision trees, critical path analysis (Unit 3).	Understand the stages of project management (Unit 16).
				Project management skills (Unit 16).
				Using project management tools - Gantt charts, , decision trees, critical path analysis (Unit 3,16,22).
				How projects are monitored and factors that influence projects (Unit 16).
				Preparing of project plans (Unit 16).
				Scoping a project (Unit 22).
				Collaborating and delivering a project (Unit 22).
				Evaluating the effectiveness of a project against objectives and contribution (Unit 22).