

Business Long Term Plan

	Autumn	Spring	Summer
10 CNAT Enterprise & Marketing	<p>RO64 Enterprise & Marketing Concepts/RO65 Design a business proposal</p> <p>RO64 LO1 Understand how to target a market</p> <ul style="list-style-type: none"> The need for customer segmentation Types of market segmentation The benefits of market segmentation <p>RO65 LO1 Be able to identify the customer profile</p> <ul style="list-style-type: none"> Identify potential customers and build a customer profile <p>RO64 LO4 Understand how to attract and retain customers</p> <ul style="list-style-type: none"> Primary (field) market research methods (physical or digital) and their benefits Secondary (desk) market research sources and their benefits The types of customer feedback techniques available to business start-ups, <p>RO65 LO2 Be able to complete market research to aid decisions relating to a business</p> <ul style="list-style-type: none"> Carry out market research Use appropriate market research tools Use appropriate sampling methods Review the results of market research 	<p>RO65 LO3 Be able to develop a design for a business proposal</p> <ul style="list-style-type: none"> Produce product designs for a business challenge Review product design <p>RO64 LO2 Understand what makes a product or service financially viable</p> <ul style="list-style-type: none"> Cost of producing the product or service - variable costs, fixed costs & total costs Revenue generated by sales of the product or service Use of break-even as an aid to decision making, Profit level, <p>RO65 LO4 Be able to review whether a business proposal is viable</p> <ul style="list-style-type: none"> Calculate the costs involved in a business challenge Apply an appropriate pricing Identify the challenges when launching a new product strategy Review the likely success of a business challenge 	<p>RO64 LO3 Understand the product lifecycle</p> <ul style="list-style-type: none"> The product lifecycle Extension strategies for products in the product lifecycle and the appropriateness of each How to create product differentiation The impact of external factors on product development <p>RO64 LO5 Understand factors for consideration when starting up a business</p> <ul style="list-style-type: none"> Appropriate forms of ownership for business start-ups Source(s) of capital for business start-ups The importance of a business plan <p>RO64 LO6: Understand different functional activities needed to support a business start up</p> <ul style="list-style-type: none"> The purpose of each of the main functional activities that may be needed in a new business The main activities of each functional area, <p>Students will submit RO65 coursework in May 2022</p> <p>Students will sit the RO64 assessment in May 2022</p>
11 CNAT Enterprise & Marketing	<p>RO65 LO1 Be able to identify the customer profile</p> <ul style="list-style-type: none"> Identify potential customers and build a customer profile <p>RO65 LO2 Be able to complete market research to aid decisions relating to a business</p> <ul style="list-style-type: none"> Carry out market research 	<p>RO65 LO4 Be able to review whether a business proposal is viable</p> <ul style="list-style-type: none"> Calculate the costs involved in a business challenge Apply an appropriate pricing Identify the challenges when launching a new product strategy 	<p>RO66 LO4 Be able to review the strengths and weaknesses of a proposal and pitch</p> <ul style="list-style-type: none"> Review a professional pitch to an external audience Review a business proposal Future developments/recommendations for further refinement of a business proposal

	<ul style="list-style-type: none"> • Use appropriate market research tools • Use appropriate sampling methods • Review the results of market research <p>RO65 LO3 Be able to develop a design for a business proposal</p> <ul style="list-style-type: none"> • Produce product designs for a business challenge • Review product design 	<ul style="list-style-type: none"> • Review the likely success of a business challenge <p>RO66 LO1 Be able to develop a brand identity and promotional plan to target a customer profile</p> <ul style="list-style-type: none"> • Build a brand identity • Plan brand ideas for a business challenge • Promote a product <p>RO65 LO2 Be able to plan a pitch for a proposal</p> <ul style="list-style-type: none"> • Plan a pitch <p>RO66 LO3 Be able to pitch a proposal to an audience</p> <ul style="list-style-type: none"> • Use and develop personal and presentation skills to deliver a professional pitch • Support peers • Review a practice pitch in order to plan for a professional pitch to an external audience • Deliver a professional pitch to an external audience 	<p>RO64 Revision</p> <p>Students will have the opportunity to resit RO64 in May 2022</p> <p>Students will submit RO65 coursework in May 2022</p>
12 OCR Extended Certificate in Business	<p>Unit 1 Knowledge:</p> <ul style="list-style-type: none"> • Understand different types of businesses and their objectives • Understand how the functional areas of businesses work together to support the activities of businesses • Understand the effect of different organisational structures on how businesses operate • Be able to use financial information to check the financial health of businesses 	<p>Unit 1 continues this term Knowledge:</p> <ul style="list-style-type: none"> • Understand the external influences and constraints on businesses and how businesses could respond • Understand why businesses plan • Be able to assess the performance of businesses to inform future business activities <p>Students sit the exam in the assessment window of May, there will be an opportunity to resit in January 23.</p> <p>Unit 4 continues this term</p>	<p>Unit 2 continues this term Knowledge:</p> <ul style="list-style-type: none"> • Be able to use business documents • Be able to prioritise business tasks • Understand how to communicate effectively with stakeholders <p>Unit 1 Revision</p> <p>Unit 2 Revision</p>

	<ul style="list-style-type: none"> Understand the relationship between businesses and stakeholders <p>Unit 4</p> <p>Knowledge:</p> <ul style="list-style-type: none"> Understand who customers are and their importance to businesses Understand how to communicate with customers Be able to establish a rapport with customers through non-verbal and verbal communication skills 	<p>Knowledge:</p> <ul style="list-style-type: none"> Be able to convey messages for business purposes Know the constraints and issues which affect the sharing, storing and use of information for business communication <p>Unit 4 completion- work is moderated and a re-submission opportunity is given if any written coursework needs improving.</p> <p>Unit 4 is submitted for external moderation by OCR</p> <p>Unit 2</p> <p>Knowledge:</p> <ul style="list-style-type: none"> Understand the protocols to be followed when working in business Understand factors that influence the arrangement of business meetings 	<p>Students sit the Unit 1 & Unit 2 exams in the assessment window of May, there will be an opportunity to resit in January 23.</p> <p>Unit 5</p> <p>Knowledge:</p> <ul style="list-style-type: none"> Understand the role of marketing in businesses Know the constraints on marketing
13 OCR Extended Certificate in Business	<p>Unit 4 continues this term</p> <p>Knowledge:</p> <ul style="list-style-type: none"> Be able to convey messages for business purposes Know the constraints and issues which affect the sharing, storing and use of information for business communication <p>Unit 4 completion- work is moderated and a re-submission opportunity is given if any written coursework needs improving.</p> <p>Unit 4 is submitted for external moderation by OCR</p> <p>Unit 2</p>	<p>Unit 2</p> <p>Students will be entered for the January submission Unit 2 with the view and option to re-sit the external assessment in June.</p> <p>Unit 5</p> <p>Knowledge:</p> <ul style="list-style-type: none"> Be able to carry out market research for business opportunities Be able to validate and present market research findings <p>Unit 5 completion- work is moderated and a re-submission opportunity is given if any written coursework needs improving.</p>	<p>Unit 1</p> <p>Revision continues</p> <p>In preparation for resit of Unit 1 exam in May 2022.</p> <p>Unit 2</p> <p>Revision:</p> <p>In preparation for resit of Unit 1 exam in May 2022.</p> <p>Students will resit Unit 1 and Unit 2 assessments in May 2022</p>

	<p>Knowledge:</p> <ul style="list-style-type: none">• Understand the protocols to be followed when working in business• Understand factors that influence the arrangement of business meetings• Be able to use business documents• Be able to prioritise business tasks• Understand how to communicate effectively with stakeholders	<p>Unit 5 is submitted for external moderation by OCR</p> <p>Unit 1 Revision: In preparation for resit of Unit 1 exam in May 2022.</p>	
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