



# GCSE BUSINESS

## Year 10

### Term 1

#### Unit 1.1 – Enterprise and Entrepreneurship

- The dynamic nature of business
- Risk and reward
- The role of business enterprise

#### Unit 1.2 – Spotting a Business Opportunity

- Customer needs
- Market research
- Market segmentation
- The competitive environment

### Term 2

#### Unit 1.3 – Putting a Business Idea into Practice

- Business aims and objectives
- Revenues, costs and profits
- Cash and cash-flow
- Sources of finance

#### Unit 1.4 – Making the Business Effective

- The options for start-up and small businesses
- Business location
- The marketing mix
- Business plans

### Term 3

#### Unit 1.5 – Understanding External Influences on Business

- Business stakeholders
- Technology, legislation and business
- The economy and business
- External influences

## Year 11

### Term 1

#### Unit 2.1 – Growing the Business

- Business growth
- Changes in business aims and objectives
- Business and globalisation
- Ethics, the environment and business

#### Unit 2.2 – Making Marketing Decisions

- Product
- Price
- Promotion
- Place
- Using the marketing mix to make decisions

### Term 2

#### Unit 2.3 – Making Operational Decisions

- Business operations
- Working with suppliers
- Managing quality
- The sales process

#### Unit 2.4 – Making Financial Decisions

- Business calculations
- Understanding business performance
- Unit 2.5 – Making Human Resource Decisions
- Organisational structures
- Effective recruitment
- Effective training and development
- Motivation

### Term 3

#### Revision





# CAMBRIDGE NATIONAL - ENTERPRISE & MARKETING

<b>Paper 1</b> Weighting Exam/NEA	R067 Enterprise and Marketing Concepts 40% 1 hour 15 mins External Exam - 70 marks
<b>Paper 2</b> Weighting Exam/NEA	R068 Design a Business Proposal 30% OCR set assessment and centre assessed – 60 marks
<b>Paper 3</b> Weighting Exam/NEA	R069 Market and Pitch a Business Proposal 30% OCR set assessment and centre assessed – 60 marks
<b>Exam Board</b>	OCR Cambridge Nationals Enterprise and Marketing

## Useful Links/Resources

BBC Bitesize  
[www.bcbitesize.co.uk](http://www.bcbitesize.co.uk)  
  
[www.bbcplayer.co.uk](http://www.bbcplayer.co.uk)  
Dragon's Den  
The Apprentice

## Useful Information

This year's project is...

### Ali's Ice Cream Treats

#### Scenario

After leaving catering college Ali opened 'Ali's Ice Cream Treats' a small shop selling ice cream in a seaside town. The shop was so successful over the summer that Ali has decided to try and grow the business. To be competitive in the town the shop needs to increase the number of favours it sells. As you have just completed your Enterprise and Marketing course, Ali has asked you to carry out some market research and design a new ice cream product to be sold in the shop.

You will complete two pieces of coursework based on the scenario above:

**R068:** Design a business proposal

**R069:** Market and pitch a business proposal



# CAMBRIDGE NATIONAL - ENTERPRISE & MARKETING

## Year 10

### Term 1

#### R068 – Design a Business Proposal

You will identify the customer profile for a business challenge  
You will complete market research to aid decisions relating to a business challenge  
You will develop a product proposal for a business challenge

### Term 2

#### R068 - Design a Business Proposal

You will review whether the business proposal is financially viable  
You will review likely success of a new product

#### R069 – Market and Pitch a Business Proposal

You will develop a brand identity and promotional campaign to target specific customers  
You will explain the factors that must be considered when planning a pitch

### Term 3

#### R069 – Market and Pitch a Business Proposal

You will deliver a professional pitch for your business proposal to an audience  
You will carry out a review of your pitching skills and your business proposal

## Year 11

### Term 1

#### R067 – Enterprise and Marketing Concepts

Risk and reward for enterprise  
Market research  
Financial viability

### Term 2

#### R067 – Enterprise and Marketing Concepts

Marketing mix  
Starting and running an enterprise

### Term 3

Revision and exam techniques

