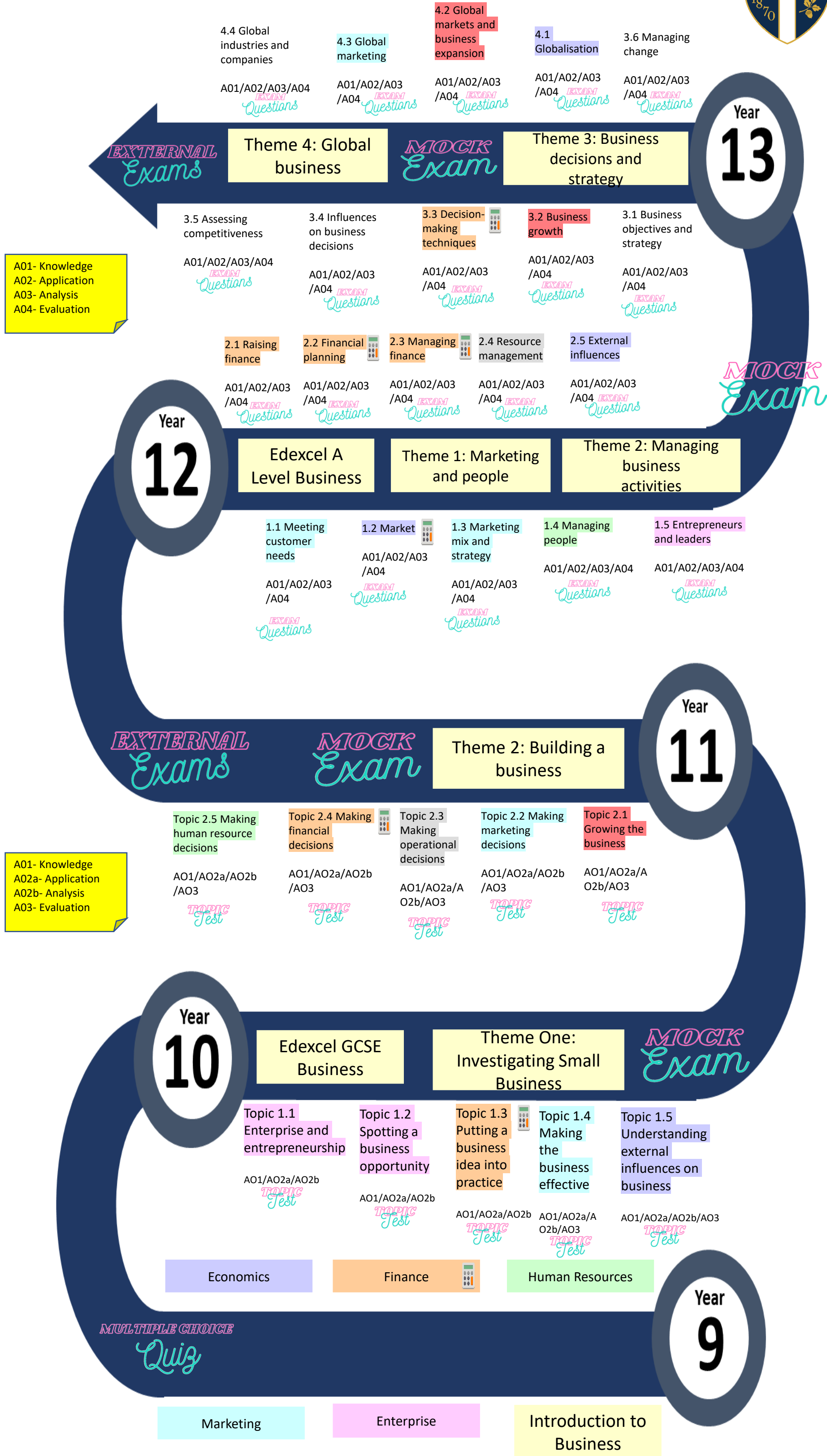


Business Learning Journey Template



Business Vocational Learning Journey



- 4. Understand the difficulties and potential conflicts businesses face when implementing responsible business practice(s)
- 3. Be able to review the impact of responsible business practices on different stakeholders
- 2. Understand the importance of adopting responsible business practices
- 1. Understand how businesses operate responsibly
- 4. Be able to validate and present market research findings
- 3. Be able to carry out market research for business opportunities
- 1. Understand the role of marketing in businesses
- 2. Know the constraints on marketing

COURSEWORK Moderation

Unit 17: Responsible business practices

Unit 5: Marketing and market research

EXTERNAL Exam

Unit 2: Working in business

Year 13

- Skills**
- Business communication
 - Research
 - Analytical Skills
 - Evaluative skills
 - Digital Presentation

MOCK Exam

5. Understand how to communicate effectively with stakeholders
TOPIC Test

4. Be able to prioritise business tasks
TOPIC Test

3. Be able to use business documents
TOPIC Test

2. Understand factors that influence the arrangement of business meetings
TOPIC Test

1. Understand protocols to be followed when working in business
TOPIC Test

COURSEWORK Moderation

5. Know the constraints and issues which affect the sharing, storing and use of information for business communications

4. Be able to convey messages for business purposes

3. Be able to establish a rapport with customers through non-verbal and verbal communication skills

2. Understand how to communicate with customers

1. Understand who customers are and their importance to businesses

Unit 4 Customers and communication

EXTERNAL Exam

Year 12

OCR Cambridge Technical Extended Certificate in Business

Unit 1: The business environment

MOCK Exam

1. Understand different types of businesses and their objectives
TOPIC Test

2. Understand how the functional areas of businesses work together to support the activities of businesses
TOPIC Test

3. Understand the effect of different organisational structures on how businesses operate
TOPIC Test

4. Be able to use financial information to check the financial health of businesses
TOPIC Test

5. Understand the relationship between businesses and stakeholders
TOPIC Test

6. Understand the external influences and constraints on businesses and how businesses could respond
TOPIC Test

7. Understand why businesses plan
TOPIC Test

8. Be able to assess the performance of businesses to inform future business activities
TOPIC Test

COURSEWORK Moderation

Market and pitch a business proposal

Year 11

- Skills**
- Verbal Communication /Presentation
 - Research
 - Analytical Skills
 - Digital Presentation

Topic Area 4: Review a brand proposal, promotional campaign and professional pitch

Topic Area 3: Plan and pitch a proposal

Topic Area 2: Create a promotional campaign for a brand and product

Topic Area 1: Develop a brand identity to target a specific customer profile

Topic Area 5: Review the likely success of the business proposal

Topic Area 4: Review whether a business proposal is financially viable

Topic Area 3: Develop a product proposal

Topic Area 2: How to identify a customer profile

EXTERNAL Exam

Year 10

OCR Cambridge National in Enterprise and Marketing

Enterprise and marketing concepts

MOCK Exam

Design a business proposal

Topic Area 1: Characteristics, risk and reward for enterprise
TOPIC Test

Topic Area 2: Market research to target a specific customer
TOPIC Test

Topic Area 3: What makes a product financially viable
TOPIC Test

Topic Area 4: Creating a marketing mix to support a product
TOPIC Test

Topic Area 5: Factors to consider when starting up and running an enterprise
TOPIC Test

Topic Area 1: Market research

Economics

Finance

Human Resources

MULTIPLE CHOICE Quiz

Year 9

Marketing

Enterprise

Introduction to Business