## **Business Learning Journey Template**



4.4 Global industries and companies

4.3 Global marketing 4.2 Global markets and business expansion

4.1 Globalisation

3.6 Managing change

A01/A02/A03/A04 Questions

A01/A02/A03 /A04 Questions

A01/A02/A03 /A04 Exam A01/A02/A03 /A04 EXAM Questions

3.2 Business

growth

A01/A02/A03 /A04 EXAM Questions

EXTIERNAL enamo

Theme 4: Global business

Theme 3: Business decisions and strategy

Year

3.5 Assessing competitiveness

A01/A02/A03/A04 Duestians

3.4 Influences on business decisions

A01/A02/A03 /A04 **EXAM** Questions

making techniques

/A04

3.3 Decision-

A01/A02/A03 A01/A02/A03 /A04 Questians Questions

3.1 Business objectives and strategy

A01/A02/A03 /A04 Questians

A01- Knowledge A02- Application A03- Analysis A04- Evaluation

> 2.1 Raising finance

A01/A02/A03

Questions

/A04

2.2 Financial planning

A01/A02/A03

/A04 Questions 2.3 Managing finance

A01/A02/A03

Questions

/A04 **EXAM** 

2.4 Resource management

/A04 **EXAM** 

A01/A02/A03

Questions

influences

2.5 External

A01/A02/A03 /A04 EXAM Questions

Year

**Edexcel A Level Business** 

Theme 1: Marketing and people

business activities

Theme 2: Managing

1.1 Meeting customer needs

A01/A02/A03

/A04

1.2 Market A01/A02/A03

1.3 Marketing mix and strategy

A01/A02/A03

A01/A02/A03/A04

people

1.5 Entrepreneurs and leaders

Questions

1.4 Managing

A01/A02/A03/A04 Questions

Year

/A04 Questions Questions /A04 Questians

Theme 2: Building a business

Topic 2.2 Making

AO1/AO2a/AO2b

marketing

decisions

Topic 2.5 Making human resource decisions

> AO1/AO2a/AO2b /AO3

Year

Topic 2.4 Making financial decisions

AO1/AO2a/AO2b /AO3

Topic 2.3 Making operational decisions

AO1/AO2a/A O2b/AO3

/AO3

Growing the business

Topic 2.1

AO1/AO2a/A O2b/AO3

A01- Knowledge

A02b- Analysis

A03- Evaluation

A02a- Application

**Edexcel GCSE** 

Topic 1.1

**Enterprise** and

AO1/AO2a/AO2b

Jest

entrepreneurship

**Business** 

Topic 1.2 Spotting a business

AO1/AO2a/AO2b clest

opportunity

Theme One: **Investigating Small Business** 

Topic 1.3 Topic 1.4

Putting a Making business the idea into business effective

AO1/AO2a/AO2b AO1/AO2a/A

Topic 1.5 Understanding external influences on

business

O2b/AO3

AO1/AO2a/AO2b/AO3 Test

**Economics** 

Finance

practice

Jest

**Human Resources** 

MULTIPLE CHOICE

Introduction to Business

Year

Marketing

Enterprise

## **Business Vocational Learning Journey**

business

practices

4. Understand the difficulties and potential conflicts when implementing responsible

business

practice(s)

3. Be able to Understand businesses face the impact of importance responsible business adopting practices responsible

on different

stakeholders

4. Be able to 3. Be able to 1. Understand validate and present how businesses market operate research

findings

carry out market research for business opportunities

1. Understand 2. Know the the constraints role of on marketing

marketing in businesses

Unit 17: Responsible business practices

Unit 5: Marketing and market research

responsibly

ŒXYTŒRNAL

Unit 2: Working in business

Year

## **Skills**

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

5. Understand how to xam communicate effectively with stakeholders

4. Be able to prioritise business tasks

3. Be able to use business documents

2. Understand factors that influence the arrangement of business meetings

1. Understand protocols to be followed when working in business

BSEWO

Unit 4 Customers and communication

information for business communications

5. Know the

and use of

constraints and

issues which affect

the sharing, storing

4. Be able to convey messages for business purposes

a rapport with customers through non-verbal and verbal communication skills

3. Be able to establish

2. Understand how to communicate with customers

1. Understand who customers are and their importance to businesses

**OCR Cambridge Technical Extended Certificate in Business** 

Unit 1: The business environment

Understand different types of businesses and their objectives

how the areas of work together the activities

of

2.

Understand functional businesses to support

businesses

Topic Area

2: Create a

campaign

for a brand

and product

promotional

3. Understand 4. Be able the effect of different organisational structures on how businesses operate

the financial health of businesses

financia

to check

information

Understand the relationship between businesses and stakeholders

7. Understand the external influences constraints on businesses and how businesses

could respond Understand assess the why businesses plan

8. Be able to performance of businesses to inform future business activities

Topic Area

3: Plan

and pitch

a proposal

Market and pitch a business proposal

Topic Area 1: Develop a brand

identity to target a specific customer profile

Topic Topic Area 5: Area 4: Review Review the likely whether a success business of the proposal business proposal financially

Topic Area 3:

Topic Area 2:

Develop a

product

proposal

How to

identify a

customer profile

Year

## **Skills**

- Verbal Communication /Presentation
- Research

**Analytical Skills** Digital

Presentation

**OCR Cambridge** National in Enterprise and Marketing

**Enterprise and** marketing concepts



viable

Design a business proposal

Topic Area

4: Review a

proposal,

campaign

promotional

professional

Year

brand

and

pitch

Topic Area 1: Characteristics, risk and reward

for enterprise

iroppijo Aest

Market research to target a specific

Topic

Topic Area Area 2: 3: What makes a product viable customer

financially

4: Creating a marketing mix to support a product Jest

Topic Area

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

Topic Area 1: Market research

**Economics** 

Finance

**Human Resources** 

MULTIPLE CHOICE

Marketing

Enterprise

Introduction to **Business** 

Year