

Business Curriculum 2022 – 2023 OCR Cam Nats

| | Half Term 1a | Half Term 1b | Half Term 2a | Half Term 2b | Half Term 3a | Half Term 3b |
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| Year 10 | What is market segmentation and how can market research be used to identify target customers? | What is breakeven and how can this be used by a business when projecting profit and calculating costs? | Why is branding important and how can this be used to help differentiate products and services? | What are the different pricing strategies that a business can use and how can these help to identify an appropriate price for products and services? | What promotional methods can a business use to promote their products and when are these appropriate? | What are the risks and rewards of business enterprise and what are the characteristics of a successful entrepreneur? |
| Year 11 | What methods can be used to segment a market and why is it important that a business can identify their target customers | What methods can a business use to calculate their financial viability and why is this important? | What is the marketing mix and how is this used and relate to the product life cycle of a business's products or services? | What are the different types of ownership available to a business and what are the drawbacks and benefits of each one? | What sources of finance are available to a business and what are the drawbacks and benefits of each one? | Why does a business create a business plan, what does it contain and how is it used by the business and other institutions? |