



Curriculum Overview | Vocational Business 2022-23



What will my child learn in Business?

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 10	<p>R067 (TA2): Purpose of Market research; Primary and Secondary research Types of Data; Qualitative and Quantitative research</p> <p>R068 (TA1): Selecting market research; Sampling methods; Using market research tools; Review market research</p> <p>R067 – Examined Unit R068 – NEA 1</p>	<p>R068 (TA2): Market segmentation Benefits of market segmentation Identify customer profile</p> <p>R068 (TA3): Create a design mix; Review and finalise design</p> <p>R068 – NEA 1</p>	<p>R067 (TA3): Cost, revenue, profit and loss; Break-even; Proposing a selling price Changing the price Importance of cash* Pricing Strategies</p> <p>R068 (TA4): Financial viability Likelihood of profit and break-even</p> <p>R067 – Examined Unit R068 – NEA 1</p>	<p>R068 (TA5): Risks and challenges Impact of external factors Competitors Lack of business experience Making a loss Overestimating/underestimating consumer demand Overspending on a budget</p> <p>R068 – NEA 1</p>	<p>R067 (TA4): Marketing mix; advertising medium; promotion*</p> <p>R069 (TA1): Branding; Brand Personality, Identity and Image Why is branding used Branding Methods and techniques Competitors analysis</p> <p>R067 – Examined Unit R069 – NEA 2</p>	<p>R067 (TA4): PR; Selling; Product lifecycle; pricing strategies*</p> <p>R069 (TA2): Promotional Objectives Promotional plan and materials</p> <p>R067 – Examined Unit R069 – NEA 2</p>
NEA 1 & 2: Students will complete two non-assessed assessments this will take approximately between 10-14 hours.						
Year 11	<p>R069 (TA3): Planning a pitch and presentation skills Considerations of a pitch</p> <p>R069 (TA3): Practice pitch; feedback; professional pitch</p> <p>R069 (TA4): Review brand, pitch and skills</p> <p>R069</p>	<p>R067(TA1): Entrepreneurial characteristics; risk and rewards</p> <p>Formal mocks</p> <p>R067 – Examined Unit</p>	<p>R067 (TA5): Ownership; Capital; Financial Support</p> <p>R067 (TA3): Cost, revenue, profit and loss; break-even; cash</p> <p>R067 – Examined Unit</p>	<p>R067 (TA2): Market research; data; market segmentation</p> <p>R067 (TA4): Marketing mix; advertising medium; promotion; PR; selling; product lifecycle; pricing strategies</p> <p>R067 – Examined Unit</p>	<p>Revision of R067 Topics for the exam.</p>	<p>Final exams</p>

