

## Curriculum Overview - GCSE Business Studies 9-1 (OCR)

### Year 10

Within year 10 students will begin to understand the nature of businesses and the different areas of business operations and how they fit together. They will develop skills that will allow them to develop a strong understanding of the different areas of business and how these work together.

	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
	Topic 1: Business Activity	Topic 2: Marketing	Topic 3: People		Topic 4: Operations	
<b>Knowledge Overview</b>	<ul style="list-style-type: none"> <li>• Goods and Services</li> <li>• Entrepreneurs</li> <li>• Risk and Reward</li> <li>• Aims and Objectives</li> <li>• Business Plan</li> <li>• Ownership</li> <li>• Stakeholders</li> <li>• Business Growth</li> </ul>	<ul style="list-style-type: none"> <li>• The role of marketing</li> <li>• Market research</li> <li>• Market segmentation</li> <li>• The Marketing Mix – Product, Price, Place and Promotion</li> </ul>	<ul style="list-style-type: none"> <li>• The role of human resources</li> <li>• Organisational structures</li> <li>• Ways of workings</li> <li>• Communication in business</li> <li>• Recruitment and selection</li> <li>• Motivation and retention</li> <li>• Training and development</li> <li>• Employment law.</li> </ul>		<ul style="list-style-type: none"> <li>• Production processes</li> <li>• Quality of goods and services</li> <li>• Customer service and the sales process</li> <li>• Consumer law</li> <li>• Business location</li> <li>• Working with suppliers</li> </ul>	
<b>Skills Overview</b>	<b>Identify</b> and <b>contextualise</b> knowledge according to different business scenarios.	<b>Apply</b> knowledge of marketing and <b>discuss</b> how businesses make decisions about the marketing mix.	<b>Identifying</b> qualities and attributes across a range of career choices.		<b>Analyse</b> effects on businesses of operational choices and technological impacts.	

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### Year 11

They will apply their knowledge to a variety of business scenarios. They will reflect on how the areas of businesses operate in order to achieve a successful outcome.

	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5
	Topic 5: Finance		Topic 6: Influences	Topic 7: Interdependent Nature of Business	Revision + Exams <b>(6 weeks)</b>
<b>Knowledge Overview</b>	<ul style="list-style-type: none"> <li>The role of the Finance Function</li> <li>Sources of Finance</li> <li>Revenues, costs, profit and loss</li> <li>Break-Even</li> <li>Cash and Cash Flow</li> </ul>		<ul style="list-style-type: none"> <li>Ethical and Environmental considerations</li> <li>The economic climate</li> <li>Globalisation</li> </ul>	<ul style="list-style-type: none"> <li>the interdependent nature of business operations, finance, marketing and human resources within a business context</li> <li>how interdependencies underpin business decision making</li> <li>the impact of risk and reward</li> <li>the use of financial information</li> </ul>	
<b>Skills Overview</b>	<b>Calculate</b> and <b>complete</b> financial information.		<b>Evaluate</b> the impact of the external environment on businesses activities.	<b>Synthesis</b> of learning to bring all learning together and <b>evaluate</b> concepts in context.	