

2024-25

Subject: Business Studies

GCSE Specification: J204 – OCR Business 9-1

Curriculum Intent:

Business Studies opens a wealth of opportunities, developing skills that go beyond simply starting your own business. At Sheringham High School students will develop skills for life that promote interpersonal, independent, professional, reasoning and research skills, Business Studies nurtures the soft skills that businesses are looking for and provides the platform for success.

We aim for students at Sheringham High School who opt for Business Studies to apply what they learn to real-life scenarios, and gain practical experience of enterprise and marketing, no matter what their previous experience has been.

Subject Specific Skills:

- Understanding customer needs
- Primary and secondary research
- Gaining customer feedback
- Categorising costs
- Calculating revenue
- Calculating profit
- Calculating break-even
- Understanding product development
- Setting a price
- Attracting and retaining customers
- Identifying sources of finance
- Writing a business plan
- Understanding the different functional areas of a business Identifying customer profiles
- Completing market research to aid decisions

Wider Key Skills:

- Enterprise
- Team work
- Time management
- Communication
- Decision making
- Delegation
- Presentations
- Numeracy – financial calculations

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Year Group: 10	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Topic	Business Activity	Business Activity and Marketing	Marketing	People	People	Operations
Key Content/ Knowledge	The role of business enterprise and entrepreneurship Business Planning Business Ownership Business aims and objectives	Stakeholders in business Business Growth The role of marketing Market Research Market Segmentation	The Marketing Mix	The role of human resources Organisational structures and different ways of working Communication in business	Recruitment and selection Motivation and retention Training and development Employment Law	Production Process Quality of goods and services The sales process and customer service
Skills Covered	Understanding customer needs Setting a price Writing a business plan Identifying, Analysing, Explaining and Evaluating	Primary and secondary research Gaining customer feedback Completing market research to aid decisions	Understanding product development Identifying customer profiles Identifying, Analysing, Explaining and Evaluating	Understanding the different functional areas of a business Identifying, Analysing, Explaining and Evaluating	Understanding the different functional areas of a business Identifying, Analysing, Explaining and Evaluating	Attracting and retaining customers Identifying, Analysing, Explaining and Evaluating
Assessment	End of unit test – Examination Style	End of unit test – Examination Style	End of unit test – Examination Style	Prelim Paper – OCR I	End of unit test – Examination Style	End of unit test – Examination Style

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Year Group: 11	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Topic	People	Operations	Operations	Influences on Business	Finance	
Key Content/ Knowledge	<p>The role of human resources</p> <p>Organisational structures and different ways of working</p> <p>Communication in business</p> <p>Recruitment and selection</p> <p>Motivation and retention</p> <p>Training and development</p>	<p>Production Process</p> <p>Quality of goods and services</p> <p>The sales process and customer service</p>	<p>Consumer law</p> <p>Business location</p> <p>Working with suppliers</p>	<p>Ethical and environmental considerations</p> <p>The economic climate</p> <p>Globalisation</p>	<p>The role of the finance function</p> <p>Sources of finance</p> <p>Revenue, costs, profit and loss</p> <p>Break-even</p> <p>Cash and cash flow</p>	
Skills Covered	<p>Employment Law</p> <p>Understanding the different functional areas of a business</p> <p>Identifying, Analysing, Explaining and Evaluating</p>	<p>Attracting and retaining customers</p> <p>Identifying, Analysing, Explaining and Evaluating</p>	<p>Attracting and retaining customers</p> <p>Identifying, Analysing, Explaining and Evaluating</p>	<p>Identifying, Analysing, Explaining and Evaluating</p>	<p>Categorising costs</p> <p>Calculating revenue</p> <p>Calculating profit</p> <p>Calculating break-even</p> <p>Identifying sources of finance</p>	
Assessment	End of unit test – Examination Style	Prelim Paper 1 and 2 OCR	Prelim Paper 1 and 2 OCR	End of unit test – Examination Style	End of unit test – Examination Style	