

Business Studies



Head of Department: Mr E. Dixon

Year 10

You'll start by exploring the world of small businesses through the lens of an entrepreneur. How and why do business ideas come about? What makes a successful business? How do they grow? Following on from this, students will learn how more established businesses make decisions, in the following functional areas; Marketing and Human Resources (people).

OCR	Autumn 1	Autumn 2
Focus/Context for Learning	<u>1. Business activity</u> 1.1 The role of business enterprise and entrepreneurship 1.2 Business planning 1.3 Business ownership 1.4 Business aims and objectives 1.5 Stakeholders in business 1.6 Business growth	<u>2. Marketing</u> 2.1 The role of marketing 2.2 Market research 2.3 Market segmentation 2.4 The marketing mix
	Spring 1	Spring 2
Focus/Context for Learning	<u>3. People</u> 3.1 The role of human resources 3.2 Organisational structures and different ways of working 3.3. Communication in business	<u>3. People</u> 3.4 Recruitment and selection 3.5 Motivation and retention 3.6 Training and development
	Summer 1	Summer 2
Focus/Context for Learning	<u>3. People</u> 3.7 Employment law Revision for Mock Exam	<u>Preparation for year 2 Business Studies</u>

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Year 11

Students will continue to learn how businesses make decisions. Now, they will learn about decision making in Operations and Finance. Once we understand all of the functional areas, students will learn about external influences on a business. For example, economic, environmental and ethical considerations. They will also understand how globalisation influences business. The course finishes with students learning about the interdependent nature of business

OCR	Autumn 1	Autumn 2
Focus/Context for Learning	<u>4. Operations</u> 4.1 Production processes 4.2 Quality of goods and services 4.3 The sales process and customer service 4.4 Consumer law 4.5 Business location 4.6 Working with suppliers	<u>5. Finance</u> 5.1 The role of the finance function 5.2 Sources of finance 5.3 Revenue, costs, profit and loss 5.4 Break even 5.5. Cash flow
	Spring 1	Spring 2
Focus/Context for Learning	<u>6. Influences on a business</u> 6.1 Ethical considerations 6.2 The economic climate 6.3 Globalisation	Revision Paper 1+2
	Summer 1	Summer 2
Focus/Context for Learning	Revision Paper 1 and 2	