



## Curriculum Guide for Business Studies

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The de Ferrers Trust



# 1. Curriculum Rationale

## 2. What students will learn In Business Studies



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### 1. INTENT

The objective of the Business Studies curriculum is to enable students to have a clear knowledge aware of business events that are happening in the local and national news, to help them put what they have been learning in the classroom into a real context.

- Every student is provided with quality-first teaching & learning.
- Students will recognise the importance of how the 4 functional areas work together for business success.
- Students will find use business theorists to find strategies to grow businesses.
- Acquisition of knowledge; an understanding of how disruptive technologies affect contemporary challenges in the business environment.
- Recognition of the significance of theorists in the development of strategies to business success.
- To develop the ability to critically evaluate business theorist's methodology.
- To nurture in students a lifelong interest in the development of business and a drive for them to succeed.

### 2. IMPLEMENTATION

- Classroom teaching is never any less than highly effective
- Teachers have expert knowledge of the subject, and of the OCR GCSE.
- Assessment of and assessment for learning are embedded in classroom pedagogy.
- Potential gaps in knowledge are pre-empted; teachers are skilled in addressing gaps quickly.
- Skilful, targeted questioning is personalised to the starting point and needs of individual students.
- Teachers foster in students clear recognition of the ways in which units and topics inter-connect.
- Teachers effectively plan for frequent retrieval and re-call of students' knowledge.
- Assessment is used to check students' understanding and inform teaching.
- Students' oracy skills are developed by their use of academic language in discussion and debate.
- Homework drives deep-learning: Revision, Re-call, Research and Reading.
- Students' take pride in their written work; it is presented well and demonstrates progress over time.
- Students' books demonstrate thoughtful reflection and improvement in acting upon set targets.
- \*Work is modelled well, allowing students to recognise the features of the very best work.

# 3. Business Studies Curriculum Map 2021-2022

Year 1	GCSE Specification
	<b>1.1 The role of business enterprise and entrepreneurship</b>
	The purpose of business activity and enterprise
	Characteristics of an entrepreneur
	The concept of risk and reward
	<b>1.2 Business planning</b>
	The purpose of planning business activity
	The role, importance and usefulness of a business plan
	<b>5.3 Revenue, costs, profit and loss</b>
	The concept of revenue, costs and profit and loss in business and their importance in business decision-making
	The different costs in operating a business
	Calculation of costs and revenue
	Calculation of profit/loss
	<b>1.3 Business ownership</b>
	The features of different types of business ownership
	The concept of limited liability
The suitability of differing types of ownership in different business contexts	
<b>1.4 Business aims and objectives</b>	
The aims and objectives of business	
How and why objectives might change as businesses evolve	
Why different businesses may have different objectives	
Autumn Term	<b>1.5 Stakeholders in business</b>
	The roles and objectives of internal and external stakeholder groups
	The effect business activity has on stakeholders
	The effect stakeholders have on business
	<b>1.6 Business growth</b>
	Organic growth
	External growth
	<b>2.1 The role of marketing</b>
	The purpose of marketing within business
<b>2.2 Market research</b>	
The purpose of market research	

	<p>Primary research methods</p> <p>Secondary research sources</p> <p>How appropriate different methods and sources of market research are for different business purposes</p> <p>The use and interpretation of qualitative and quantitative data in market research</p> <p><b>2.3 Market segmentation</b></p> <p>The use of segmentation to target customers</p>	
<b>Year 1</b>	<b>Content</b>	
Spring term	<p><b>2.4 The marketing mix</b></p> <p>The four Ps of the marketing mix and their importance</p> <p>The product</p> <p>The product - stages of the product life cycle</p> <p>Pricing methods</p> <p>Promotion - point of sale</p> <p>Promotion – advertising</p> <p>Place - distribution of products and services</p> <p>How the four Ps of the marketing mix work together</p> <p>The use of the marketing mix to inform and implement business decisions</p> <p>Interpretation of market data</p>	
	<p><b>3.1 The role of human resources</b></p> <p>The purpose of human resources within business</p>	
	<p><b>3.2 Organisational structures and different ways of working</b></p> <p>Different organisational structures</p> <p>The terminology of organisation charts</p> <p>Why businesses have different organisational structures</p> <p>Ways of working</p>	
	<p><b>3.3 Communication in business</b></p> <p>Ways of communicating in a business context</p> <p>The importance of business communications</p> <p>The influence of digital communication on business activity</p>	
	<p><b>3.4 Recruitment and selection</b></p> <p>Why businesses recruit</p> <p>The use of different recruitment methods to meet different business needs</p> <p>Methods of selection</p>	
	<p><b>3.5 Motivation and retention</b></p> <p>Financial methods of motivation</p> <p>Non-financial methods of motivation</p> <p>The importance of employee motivation</p> <p>The importance of employee retention</p>	
	<p><b>3.6 Training and development</b></p> <p>Different training methods</p>	
	Summer term	

	Why businesses train their workers
	Staff development
	The benefits to employees and businesses of staff development
	<b>3.7 Employment law</b>
	The impact of current legislation on recruitment and employment

	<b>Business 2: operations, finance and influences on business (J204/02)</b>
<b>Year 2</b>	<b>GCSE Specification</b>
Autumn term	<b>4.1 Production processes</b>
	Different production processes and their impact on businesses
	The influence of technology on production and the impact on businesses
	<b>4.2 Quality of goods and services</b>
	The concept of quality
	Methods of ensuring quality
	The important of quality in both the production of products and the provision of services
Autumn term	<b>4.3 The sales process and customer service</b>
	Methods of selling
	The influence of e-commerce on business activity
	The importance to a business of good customer service including after-sales service
	The contribution of product knowledge and customer engagement to good customer service
	<b>4.4 Consumer law</b>
	The impact of consumer law on businesses
	<b>4.5 Business location</b>
	Factors influencing business location
	<b>4.6 Working with suppliers</b>
	The role of procurement
	The impact of logistical and supply decisions on businesses
Autumn term	<b>5.1 The role of the finance function</b>
	The purpose of the finance function
	The influence of the finance function on business activity
	<b>5.2 Sources of finance</b>
	The reasons businesses need finance
	Ways of raising finance
	How and why different sources of finance are suitable for new and established businesses
	<b>5.3 Revenue, costs, profit and loss</b>
	The concept of revenue, costs and profit and loss in business and their importance in business decision-making
	The different costs in operating a business
	Calculation of costs and revenue

	Calculation of profit/loss
	Calculation and interpretation of profitability ratios
	Calculation and interpretation of average rate of return
Spring term	<b>5.4 Break-even</b>
	The concept of break-even
	Simple calculation of break-even quantity
	The usefulness of break-even in business decision making
	<b>5.5 Cash and cash flow</b>
	The importance of cash to a business
	The difference between cash and profit
	The usefulness of cash flow forecasting to a business
	Completion of cash flow forecasts
	<b>6.1 Ethical and environmental considerations</b>
	Ethical considerations and their impact on businesses
	Environmental considerations and their impact on businesses
Spring term	<b>6.2 The economic climate</b>
	The economic climate and its impact on businesses
	<b>6.3 Globalisation</b>
	The concept of globalisation
	The impact of globalisation on businesses
Summer term	<b>7. The interdependent nature of business</b>
	The interdependent nature of business operations, finance, marketing and human resources within a business context
	How these interdependencies underpin business decision-making
	The impact of risk and reward on business activity
	The use of financial information in measuring and understanding business performance and decision-making

### Specification link

<https://www.ocr.org.uk/Images/304213-specification-accredited-gcse-business-j204.pdf>



## 4. Assessment Plan



KS4 students will complete one formal assessment task per unit of their GCSE course. These tasks are drawn from previous examination papers and therefore will be marked according to the GCSE mark schemes.

Formative Whole Class/Live marking assessments will take place alongside key assessments in order to embed, develop and consolidate the skills and knowledge required for GCSE success.

### **Assessment Breakdown**

100% Exam – OCR Exam Board, No Controlled Assessment

Paper 1: Business Activity, Marketing and People (1 hour 30 minutes) – 50 %

Paper 2: Operations, Finance and Influences on Business (1 hour 30 minutes) – 50 %

### **Past paper for Business activity, marketing and people**

<https://www.ocr.org.uk/Images/304214-unit-j204-01-business-1-business-activity-marketing-and-people-sample-assessment-material.pdf>

### **Past paper for Operations, finance and influences**

<https://www.ocr.org.uk/Images/304218-unit-j204-02-business-2-operations-finance-and-influences-on-business-sample-assessment-material.pdf>

**Assessment** – 100% examination

## 5. Cultural Capital

Business supports student's moral and cultural development and prepares them for the diversity of cultural and ethical situations that they will experience throughout their life. Topics in the GCSE course enable students to critically analyse decisions made by businesses in their pursuit of profit and question whether these decisions are morally right. Furthermore, students gain an understanding of the cultural differences between many different economies across the world and gives students the chance to offer critical opinions on how managers should make decisions based on these variances.

## 6. Homework and independent learning

Homework helps to reinforce learning and develop good study habits and life skills. Homework also allows parents to be involved with their child's learning.

**Business Games – [click here](#)**

BBC bitesize link: <https://www.bbc.com/bitesize/subjects/zpsvr82>