

Yr10 (KS4)	Topic Area	Knowledge/skills to be taught.	Resources/support at home
Autumn 1	<p>1.1 The role of business enterprise and entrepreneurship</p> <p>1.2 Business planning</p>	<p>As a new subject, attention especially will be on new key terms. Also, writing skills are important and will need extra guidance, given the possibility of a decline, due to Covid led schools shutdown.</p> <p><i>Knowledge:</i> Meaning of entrepreneur, risk, reward Why businesses exist Role of entrepreneur in business activity Why certain people are more suited to being a successful entrepreneur Characteristics of risk and reward and their merits in deciding whether or not to start a business</p> <p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)</p> <p><i>Knowledge:</i> Meaning of a business plan The purpose of planning business activity Components of a business plan</p> <p>Advantages and disadvantages of producing a business plan The role, importance and usefulness of a business plan</p> <p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)</p> <p><i>Knowledge:</i> Meaning of revenues, costs, profit and loss 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</p>	<p><i>What to read:</i> OCR GCSE textbook (Schofield and Williams) Glossary given to each student. Also, worth reading business page(s) from Evening Standard, daily newspapers and BBC business website</p> <p>https://www.bbc.co.uk/news/business</p> <p><i>What to watch:</i> Business clips from BBC business and Reuters sites</p> <p>https://uk.reuters.com/</p> <p>https://www.bbc.co.uk/news/business</p> <p>Great example of a 16 year old entrepreneur: http://www.bbc.co.uk/newsbeat/article/3725503/3/a-16-year-old-british-girl-earns-48000-helping-chinese-people-name-their-babies</p> <p>Do entrepreneurs set up in business for a better work/life balance? http://startups.co.uk/improving-work-life-balance-why-60-of-uk-women-dream-of-starting-a-business/</p>

	<p>5.3 (intro) Revenues, costs, profit and loss</p> <p>1.3 Business ownership</p> <p>1.4 Business aims and objectives</p>	<p><i>Skills:</i> Applying, explaining and numeracy</p> <p><i>Knowledge:</i> Meaning of sole trader, partnership, private limited company, public limited company, limited and unlimited liability The features of different types of business ownership (sole trader, partnership, private limited company, public limited company) Advantages and disadvantages of different forms of business ownership The concept of limited liability The suitability of differing types of ownership in different business contexts</p> <p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)</p> <p><i>Knowledge:</i> Meaning of business aims and objectives The aims and objectives of business How and why objectives might change as businesses evolve Why different businesses may have different objectives</p> <p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)</p>	<p><i>What to visit:</i> Businesses are all around you locally and in central London. Try to apply business theory to understand how businesses are performing. Consider the 4 functional areas of a business: marketing, HR, production and finance., the next time you go shopping or on holiday!</p> <p>Revision guide to be purchased for September 2020</p> <p>Use of OCR GCSE Business quizlet and Seneca. This can be done for both pre learning and to check knowledge after lesson/topic revised.</p>
<p>Autumn 2</p>	<p>1.5 Stakeholders in business</p>	<p><i>Knowledge:</i> Meaning of stakeholders The roles and objectives of internal and external stakeholder groups The effect business activity has on stakeholders The effect stakeholders have on business (and businesses have on stakeholders)</p>	

	<p>1.6 Business growth</p> <p>2.1 The role of marketing</p> <p>2.2 Market research</p>	<p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)</p> <p><i>Knowledge:</i> Methods by which businesses grow (internal / organic and external) How different businesses might grow in different ways</p> <p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)</p> <p><i>Knowledge:</i> Meaning of marketing The purpose of marketing in business activity (identifying and understanding customers, informing customers and increasing sales)</p> <p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)</p> <p><i>Knowledge:</i> Meaning of (primary and secondary) market research The purpose of market research Primary research methods Secondary research sources How appropriate different methods and sources of market research are for different business purposes The use and interpretation of qualitative and quantitative data in market research</p> <p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion), numeracy</p>	
Spring 1	<p>2.3 Market segmentation</p> <p>2.4 The</p>	<p><i>Knowledge:</i> Meaning of market segmentation The use of segmentation to target customers How and why different methods of segmentation are used in different business situations</p> <p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)</p> <p><i>Knowledge:</i> Meaning of marketing mix The four Ps of the marketing mix and their importance</p>	

	<p>marketing mix</p>	<p>The product The product - stages of the product life cycle Pricing methods Promotion - point of sale Promotion – advertising Place - distribution of products and services How the four Ps of the marketing mix work together The use of the marketing mix to inform and implement business decisions Interpretation of market data</p> <p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)</p>	
<p>Spring 2</p>	<p>3.1 The role of human resources (HR)</p> <p>3.2 Organisational structures and different ways of working</p> <p>3.3 Communication in</p>	<p><i>Knowledge:</i> Meaning of human resources (HR) The purpose of HR within business Benefits and costs of completing an analysis of their HR needs</p> <p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)</p> <p><i>Knowledge:</i> Meaning of organisational structure and chart, chain of command, span of control, delegation, subordinates, zero hour contracts, flexible working Different organisational structures The terminology of organisation charts Why businesses have different organisational structures Ways of working</p> <p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)</p> <p><i>Knowledge:</i> Meaning of (digital) communication Ways of communicating in a business context – verbal, written, email, texts, social media and website The importance of business communications The influence of digital communication on business activity (marketing, HR, operations and finance)</p> <p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)</p>	

	business		
Summer 1	<p>3.4 Recruitment and selection</p> <p>3.5 Motivation and retention</p> <p>3.6 Training and development</p>	<p><i>Knowledge:</i> Meaning of (internal and external) recruitment Why businesses recruit Different stages in the process of recruitment and selection The use of different recruitment methods to meet different business needs Methods of selection</p> <p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)</p> <p><i>Knowledge:</i> Meaning of motivation and retention Financial methods of motivation (and perform calculations) Non-financial methods of motivation The importance of employee motivation The importance of employee retention</p> <p><i>Skills:</i> Applying, explaining, analysing, evaluating (giving a fully justified opinion) and numeracy</p> <p><i>Knowledge:</i> Meaning of training and development Different training methods – on-the-job, off-the-job and induction training Why businesses train their workers and the use of different training methods Staff development – apprenticeships and professional development, including vocational and academic development The benefits to employees and businesses of staff development</p> <p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)</p>	
Summer 2	3.7 Employment law	<p><i>Knowledge:</i> Meaning of employment law Main laws that exist to protect workers in the UK Benefits and costs of employment laws for workers and businesses The impact of current legislation on recruitment and employment</p> <p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)</p> <p><i>Knowledge:</i> Meaning of job, batch and flow production processes and when they are appropriate for businesses</p>	

	<p>4.1 Production processes</p> <p>4.2 Quality of goods and services</p>	<p>Benefits and costs of the different production How the use of technology within production processes has developed Benefits and costs of the use of technology in production processes and their impact on businesses</p> <p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion).</p> <p><i>Knowledge:</i> Meaning of quality Different methods of ensuring quality – quality control and quality assurance Methods of ensuring quality Importance of quality in both the production of goods and the provision of services</p> <p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion).</p>	
Yr11 (KS4)	Topic Area	Knowledge/skills to be taught.	Resources/support at home
Autumn 1	4.1 Production processes	<p>Review of communications topics. General overview of the Paper 1 syllabus, using stretched exams / MCQs (Topics 1.1 to 1.6, 2.1 to 2.4 and 3.1 to 3.7) for 6 lessons</p> <p><i>Knowledge:</i> Meaning of job, batch and flow production processes and when they are appropriate for businesses Benefits and costs of the different production How the use of technology within production processes has developed Benefits and costs of the use of technology in production processes and their impact on businesses</p> <p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion).</p>	<p><i>What to read:</i> OCR GCSE textbook (Schofield and Williams) Glossary given to each student. Also, worth reading business page(s) from Evening Standard, daily newspapers and BBC business website</p> <p>https://www.bbc.co.uk/news/business</p>

	<p>4.2 Quality of goods and services</p> <p>4.3 the sales process and customer service</p> <p>4.4 Consumer law</p>	<p><i>Knowledge:</i> Meaning of quality Different methods of ensuring quality – quality control and quality assurance Methods of ensuring quality Importance of quality in both the production of goods and the provision of services</p> <p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion).</p> <p><i>Knowledge:</i> Different methods of selling that a business might use Influence of e-commerce on business activity Importance of customer service (including after -sales service) in business activity The contribution of product knowledge and customer engagement to customer service in business activity</p> <p><i>Knowledge:</i> Ways in which customers are protected by law Ways that consumer law affects business activity</p> <p><i>Skills:</i> Identifying, applying, explaining, analysing and evaluating (giving a fully justified opinion)</p> <p><i>Knowledge:</i> Factors that influence where businesses decide to locate Importance of different factors that influence location decisions</p> <p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)</p>	<p><i>What to watch:</i> Business clips from BBC business and Reuters sites</p> <p>https://uk.reuters.com/</p> <p>https://www.bbc.co.uk/news/business</p> <p><i>What to visit:</i> Businesses are all around you locally and in central London. Try to apply business theory to understand how businesses are performing. Consider the 4 functional areas of a business: marketing, HR, production and finance, the next time you go shopping or on holiday!</p> <p>Revision guide to be purchased for September 2020</p> <p>Use of OCR GCSE Business quizlet and Seneca. This can be done for both pre learning and to check knowledge after lesson/topic revised.</p>
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	<p>4.5 Business location</p>		
<p>Autumn 2</p>	<p>4.6 Working with suppliers</p> <p>Finance 5.1 The role of the finance function</p> <p>5.2 Sources of finance</p>	<p><i>Knowledge:</i> Role of procurement in a business context Impact of logistical and supply decisions on businesses</p> <p><i>Skills:</i> Identifying, applying, explaining, analysing and evaluating (giving a fully justified opinion)</p> <p><i>Knowledge:</i> Role of the finance function in businesses How the finance function can influence business activity</p> <p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)</p> <p><i>Knowledge:</i> Reasons businesses need finance Ways of raising finance, and the costs and uses of these How and why different sources of finance are suitable for new and for established businesses</p> <p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)</p> <p><i>Knowledge:</i> Meaning of revenue, costs, profit and loss Examples of different costs Importance of revenue, cost, profit and loss in business decision-making</p>	

	<p>5.3 Revenues, costs, profit and loss</p>		
<p>Spring 1</p>	<p>5.4 Break-even</p> <p>5.5 Cash and cash flow</p>	<p>Interpretation of gross/net profit margins and average rate of return</p> <p><i>Skills:</i> Identifying, applying, analysing, evaluating and maths calculations (including formulae, such as profitability ratios and average rate of return) and data / graphs / chart</p> <p>Interpretation. Percentages, percentage changes and averages are other quantitative skills that must be learnt</p> <p><i>Knowledge:</i> Break-even and its uses. Usefulness of break-even analysis in decision-making</p> <p><i>Skills:</i> Applying, explaining, analysing, evaluating and maths calculations (break-even formula). Interpret information given in graphs and charts including break-even graphs as part of quantitative skills</p> <p><i>Knowledge:</i> Importance of cash to a business Difference between cash and profit Components of a cash flow forecast Usefulness of cash flow forecast to a business</p> <p><i>Skills:</i> Applying, explaining, analysing, evaluating and maths calculations (including cash flow forecasts) and data interpretation. Interpret</p>	

	<p>Influences on business</p> <p>6.1 Ethical and environmental considerations</p>	<p><i>Knowledge:</i> Meaning of ethical considerations Impact of ethical considerations on businesses</p>	
<p>Spring 2</p>	<p>6.2 The economic climate</p>	<p>Meaning of environmental considerations Impact of environmental considerations</p> <p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)</p> <p><i>Knowledge:</i> Meaning of economic climate Impact of changes in the economic climate (income and employment levels) on businesses How businesses may respond to changes in the economic climate and possible strategies (affecting Production, HR, Finance and Marketing)</p> <p><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)</p> <p><i>Knowledge:</i> Meaning of globalisation Impact of growth of multinationals (MNCs) How globalisation has influenced business location</p>	

	6.3 Globalisation	<p>Meaning of international branding and the branding strategies that can be used</p> <p>Ways in which businesses compete internationally</p> <p>Different strategies that businesses use to compete internationally</p> <p><i>Skills:</i> Applying, explaining, analysing evaluating (giving a fully justified opinion) and synopticity</p>	
Summer 1	<p>The interdependent nature of business</p> <p>7</p> <p>GCSE Exam Preparation / revision</p>	<p><i>Knowledge:</i> Links between production, finance, marketing and human resources within a business context</p> <p>Impact on risk and reward on business activity</p> <p>Use of financial in measuring and understanding business performance and decision-making</p> <p><i>Skills:</i> Applying, explaining, analysing, evaluating and synopticity (make connections between different parts of the course and apply to business decision-making within a business context)</p>	
Summer 2	Exams		