



Curriculum Overview: Business Studies

Exam Board: OCR

	AUTUMN 1	AUTUMN 2	SPRING 1	SPRING 2	SUMMER 1	SUMMER 2
7	<p>Ready 4 Work</p> <p>In Computing, learners are taught how to make efficient use of software and clear links are made to the workplace and the business environment.</p>		<p>Let's Calculate</p> <p>The spreadsheet unit that learners complete in Computing has some elements of Business, such as how Excel can make calculations more efficient.</p>		<p>3D Modelling</p> <p>3D modelling is used in the business world to save money and complete projections. This Computing unit has some links to business.</p>	
8	<p>Beat the Hacker</p> <p>Avoiding scams and the reasons scams are created is taught in Computing with some links to Business.</p>					<p>Project: Branding</p> <p>This project, completed in Computing, is heavily focused on Business – learners research, create and brand their own product.</p>
9	<p>HTML & Web Design</p> <p>Branding and marketing is a focus for this unit in Computing where learners use HTML code to create their own website.</p>			<p>The App Store</p> <p>In Computing, learners design their own app with links to marketing and branding (Business Studies topics).</p>		<p>Project: IT Impact</p> <p>The impact of IT is studied in Computing and looks at the effect IT has had on different areas of life, including the business world.</p>
10	<p>Business Activity</p> <ul style="list-style-type: none"> ○ Purpose of business activity and enterprise ○ Characteristics of entrepreneurs ○ Risk and reward ○ Business planning 	<p>Business Activity</p> <ul style="list-style-type: none"> ○ Business ownership ○ Liability ○ Aims and objectives ○ Stakeholders ○ Business growth 	<p>Marketing</p> <ul style="list-style-type: none"> ○ The role of marketing ○ Types of market research ○ Primary research methods ○ Secondary research sources ○ Types of data 	<p>Marketing</p> <ul style="list-style-type: none"> ○ Market segmentation ○ The concept of the marketing mix ○ Focus on the 4 P's of marketing ○ Interpretation of data 	<p>People in Business</p> <ul style="list-style-type: none"> ○ The role of human resources ○ Organisational structures ○ Ways of working ○ Business communication 	<p>People in Business</p> <ul style="list-style-type: none"> ○ Recruitment and selection ○ Motivation ○ Retaining employees ○ Training types and purposes ○ Employment law
11	<p>Operations</p> <ul style="list-style-type: none"> ○ Production processes ○ Quality of goods and services ○ The sales process 	<p>Operations</p> <ul style="list-style-type: none"> ○ Consumer laws ○ Business location ○ Working with suppliers <p><i>Finance may start earlier, time permitting</i></p>	<p>Finance</p> <ul style="list-style-type: none"> ○ The finance function ○ Sources of finance ○ Revenue, costs and profit ○ Break-even ○ Cash ○ Cash flow 	<p>Business Influences</p> <ul style="list-style-type: none"> ○ Ethics ○ Economic climate ○ Globalisation ○ The interdependent nature of business 	<p>Exam Preparation</p> <ul style="list-style-type: none"> ○ Deliberate practice ○ 3, 6 and 9 mark answer structure ○ Impress the examiner tips ○ Power smash workshop 	<p>Preparation for next stages such as 'A' Levels, 'T' Levels or Apprenticeships.</p>