

9

THE
GATWICK
SCHOOL

Business Studies (OCR GCSE 9-1)

Term	1	2	3	4	5	6
Topic	<p>The role of business enterprise and entrepreneurship</p> <p>Business planning</p> <p>Revenue, costs, profit and loss</p>	<p>Business ownership</p> <p>Business aims and objectives</p> <p>Stakeholders in business</p>	<p>Business growth</p> <p>The role of marketing</p> <p>Market research</p>	<p>Market segmentation</p> <p>The marketing mix</p>	<p>The marketing mix cont.</p>	<p>The role of human resources</p> <p>Organisation structures and different ways of working</p>
Knowledge Skills & Understanding	<ul style="list-style-type: none"> - The purpose of business activity and enterprise - Characteristics of an entrepreneur - Concept of risk and rewards - The purpose of planning business activity - The role, importance and usefulness of a business plan - Revenue, costs, 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 	<ul style="list-style-type: none"> - The features of different types of business ownership - The concept of limited liability - The suitability of differing types of ownership in different business contexts - The aims and objectives of business - How and why objectives might change as businesses evolve - Why different business may have different objectives - The roles and objectives of internal and external stakeholder groups - Effects of stakeholders on business and vice versa 	<ul style="list-style-type: none"> - Organic growth - External growth - The purpose of marketing within business - 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 interpretations of qualitative and quantitative data in market research 	<ul style="list-style-type: none"> - The use of segmentation to target customers - The four Ps of the marketing mix and their importance: the Product, Pricing methods, Promotion, point of sale, advertising 	<ul style="list-style-type: none"> - Place - distribution of products and services - How the four Ps of the marketing mix work together to inform and implement business decisions - Interpretation of market data 	<ul style="list-style-type: none"> - The purpose of human resources within businesses - Different organisational structures - The terminology of organisation charts - Why businesses have different organisational structures - Ways of working
Assessment	End of unit tests					

10

THE
GATWICK
SCHOOL

Business Studies (OCR GCSE 9-1)

Term	1	2	3	4	5	6
Topic	Communication in business Recruitment and selection	Motivation and retention Training and development Employment law	Production processes Quality of goods and services	The sales process and customer service Consumer law	Business location Working with suppliers	The role of the finance function Source of finance
Knowledge Skills & Understanding	<ul style="list-style-type: none"> - Ways of communicating in a business context - The importance of business communications - The influence of digital communication on business activity - Why businesses recruit - The use of different recruitment methods to meet different business needs - Methods of selection 	<ul style="list-style-type: none"> - Financial methods of motivation - Non-financial methods of motivation - The importance of employee motivation - The importance of employee retention - Different training methods - Why businesses train their workers - Staff development - Benefits of staff development for employees and business - The impact of current legislation on recruitment and employment 	<ul style="list-style-type: none"> - The concept of quality - Methods of ensuring quality - The importance of quality in both the production of products and the provision of services 	<ul style="list-style-type: none"> - 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 - The impact of consumer law on businesses 	<ul style="list-style-type: none"> - Factors influencing business location - The role of procurement - The impact of logistical and supply decisions on businesses 	<ul style="list-style-type: none"> - The purpose of the finance function - The influence of the finance function on business activity - The reasons businesses need finance - Ways of raising finance - How and why different sources of finance are suitable for new and established businesses
Assessment	End of unit tests					

11



THE
GATWICK
SCHOOL

Business Studies (OCR GCSE 9-1)

Term	1	2	3	4	5	6
Topic	Revenue, costs, profit and loss Break-even	Cash and cash flow Ethical and environmental considerations	The economic climate Globalisation	The interdependent nature of business	Revision & Exams	
Knowledge Skills & Understanding	<ul style="list-style-type: none">- 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- The concept of break-even- Simple calculation of break-even quantity- The usefulness of break-even in business decision-making	<ul style="list-style-type: none">- 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- Ethical considerations and their impact on businesses- Environmental considerations and their impact on businesses	<ul style="list-style-type: none">- The economic climate and its impact on businesses- The concept of globalisation and its impact on businesses	<ul style="list-style-type: none">- 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		
Assessment	End of unit tests					