

# Business Studies Key Information

## GCSE Information

Exam board	OCR
Units / papers students are entered for	Unit 1 and 2 (two exam papers)
Key Assessment Dates	May 2024
Topics covered in Yr10 Autumn term	The Role of Enterprise & Entrepreneurship. Business Planning. Business Ownership. Business Aims & Objectives. Stakeholders in Business. Internal Growth. External Growth. The Role of Marketing. Market Segmentation.
Topics covered in Yr10 Spring term	Market Research. Marketing Mix - Product. Marketing Mix - Price. Marketing Mix - Promotion. Marketing Mix - Place. How the 4Ps work together. Organisational Structures. Different Ways of Working. Communication in Business.
Topics covered in Yr10 Summer term	Recruitment & Selection. Motivation & Retention. Training & Development. Employment Law.
Topics covered in Yr11 Autumn term	Production Processes. Quality of Goods and Services. The Sales Process & Customer Service. Consumer Law. Business Location. Working With Suppliers.
Topics covered in Yr11 Spring term	The Role of Finance / Sources of Finance. Sources of Finance. Revenue, Costs, Profit and Loss. Break Even. Cash Flow.

	Ethical and Environmental Considerations.
Topics covered in Yr11 Summer term	The Economic Climate. Globalisation. The Interdependent Nature of Business. Revision
Useful resources to support learning in this subject	<a href="https://www.bbc.co.uk/bitesize/examspecs/zhrphbk">https://www.bbc.co.uk/bitesize/examspecs/zhrphbk</a>

### A Level / BTEC Information

Exam board	Edexcel
Units / papers students are entered for	Unit 1 Exploring Business. Unit 2 Developing a Marketing Campaign. Unit 3 Personal & Business Finance. Unit 8 Recruitment & Selection Process
Key Assessment Dates	Jan 2023/May 2024
Topics covered in Yr12 Autumn term	N/A
Topics covered in Yr12 Spring term	N/A
Topics covered in Yr12 Summer term	N/A
Topics covered in Yr13 Autumn term	<p><b>Unit 2 Developing a Marketing Campaign.</b>  A1 The role of marketing.  A2 Influences on marketing activity.  B1 Purpose of researching information to identify the needs and wants of customers.  B2 Market research methods and use.  B3 Developing the rationale.  C1 Marketing campaign activity.  C2 Marketing mix.  C3 The marketing campaign.  C4 Appropriateness of marketing campaign.</p> <p><b>Unit 3 Personal &amp; Business Finance:</b>  A1 - Functions and Role of Money.  A2 Different ways to pay.  A3 Current accounts.  A4 Managing personal finance.</p>
Topics covered in Yr13 Spring term	B1 Features of financial institutions. B2 Communicating with customers. B3 Consumer protection in relation to personal finance

	<p>Function, role and responsibilities.</p> <p>B4 Information guidance and advice Function, role and responsibilities, advantages and disadvantages.</p> <p>C1 Purpose of accounting.</p> <p>C2 Types of income.</p> <p>C3 Types of expenditure.</p> <p>D1 Sources of finance.</p> <p>E1 Cash flow forecasts.</p> <p>E2 Break-even analysis.</p> <p>F1 Statement of comprehensive income.</p> <p>F2 Statement of financial position.</p> <p>F3 Measuring profitability.</p> <p>F4 Measuring liquidity.</p>
<p>Topics covered in Yr13 Summer term</p>	<p><b>Unit 8 Recruitment &amp; Selection Process</b></p> <p>P1 How and why businesses recruit and select.</p> <p>P2 How and why businesses adhere to ethical and legal recruitment practices.</p> <p>M2 Analysis of recruitment methods.</p> <p>D1 Evaluation of recruitment processes and how they contribute to business success</p> <p>P3 Job applications.</p> <p>M2/M4 Interviews and skills D2 Evaluation of recruitment documents and process.</p> <p>P5 SWOT analysis and reflection on recruitment documents and process.</p> <p>P6 Development planning M3 Analysis of processes and future plans.</p> <p>D3 Evaluation of recruitment and selection process and career planning.</p> <p>Revision for Unit 3.</p>
<p>Useful resources to support learning in this subject</p>	<p><a href="https://www.tutor2u.net/business">https://www.tutor2u.net/business</a></p> <p><a href="https://www.twoteachers.co.uk/freebusinessstudiesresources">https://www.twoteachers.co.uk/freebusinessstudiesresources</a></p>