

	INVEST in the power of the written word	EXPERIENCE a range of cultures, histories and beliefs	EXPLORE the shared values of civilisation	SHAPE society and our place within it	GROW as instinctive readers, writers and orators	PURSUE English beyond the classroom
Curriculum Sequencing Grid						
Subject	OCR GCSE Business			Year	10	
	Term 1		Term 2		Term 3	
	HT1	HT2	HT3	HT4	HT5	HT6
Component	Component 1 - Business Activity 5.3 - Revenue, Costs and Profit	Component 1 - Business Activity Component 2 - Marketing	Component 2 - Marketing	Component 3 - People	Component 3 - People Component 4 - Operations	Component 4 - Operations
Developing Cultural Capital	Students will begin to learn how businesses operate, what they aim to achieve and how they may be organised	Students will complete their studies into business activity and will then begin to learn about the importance of marketing, including how to research, target and sell to customers	Students will continue gaining knowledge on how businesses market goods and services towards customers with the aim of increasing sales volume	Students will start to acquire knowledge on how businesses manage their employees to maximise efficiency and create and maintain a motivated workforce	Students will finish their studies into managing people which will set them up to become successful entrepreneurs or employees in later life	Students will gain knowledge of how businesses produce quality goods and services which are seen as desirable, they will be able to understand what sets businesses with high demand for their products apart from their competitors
Substantive Knowledge/ Disciplinary Knowledge	<p>Substantive Knowledge</p> <ul style="list-style-type: none"> > How and why businesses start and grow. > What revenue, costs, profit, and loss mean in business. > The role of enterprise and entrepreneurship, planning, ownership, aims and objectives, stakeholders, growth. > Foundational finance knowledge <p>Disciplinary Knowledge</p> <ul style="list-style-type: none"> > Creation of business plans > How to set SMART objectives > Breaking down case studies and applying business theory > Analysing financial data to support decision-making. 	<p>Substantive Knowledge</p> <ul style="list-style-type: none"> > The purpose and role of marketing within business > Market research: primary vs secondary, quantitative vs qualitative. > The marketing mix (4Ps): product, price, place, promotion. > How it influences business activity and the decisions businesses take <p>Disciplinary Knowledge</p> <ul style="list-style-type: none"> > How to analyse and interpret qualitative and quantitative data > Breaking down case studies and applying business theory > Application of marketing mix to case studies. > Making justified marketing decisions based on business scenarios. 	<p>Substantive Knowledge</p> <ul style="list-style-type: none"> > The purpose and role of marketing within business > Pricing strategies (e.g. penetration, skimming). > How it influences business activity and the decisions businesses take > The interrelationship of marketing mix elements. <p>Disciplinary Knowledge</p> <ul style="list-style-type: none"> > How to design and market a successful product > Breaking down case studies and applying business theory > Analysing the effectiveness of different marketing approaches in context. > Justifying strategic marketing decisions. 	<p>Substantive Knowledge</p> <ul style="list-style-type: none"> > The purpose and role of human resources within business > How it influences business activity and the decisions businesses take > Organisational structures and their impact on communication and efficiency. > Recruitment and selection methods. <p>Disciplinary Knowledge</p> <ul style="list-style-type: none"> > Motivation theories and methods. > Effective communication > Breaking down case studies and applying business theory > Evaluating the effectiveness of HR practices. > Analysing recruitment methods and making recommendations. 	<p>Substantive Knowledge</p> <ul style="list-style-type: none"> > What business operations involve, their role within the production of goods and the provision of services > How they influence business activity > Production processes (job, batch, flow). > Quality control and assurance. <p>Disciplinary Knowledge</p> <ul style="list-style-type: none"> > Breaking down case studies and applying business theory > Customer service and its impact on reputation and loyalty. > Comparing production methods for suitability. 	<p>Substantive Knowledge</p> <ul style="list-style-type: none"> > What business operations involve, their role within the production of goods and the provision of services > How they influence business activity <p>Disciplinary Knowledge</p> <ul style="list-style-type: none"> > Breaking down case studies and applying business theory > Evaluating operational strategies to improve efficiency. > Interpreting case studies to understand operations in context. > Applying business concepts to operational problems.
Cross Curricular Links	Careers, Mathematical Finance skills, setting goals, planning projects, essay writing	Careers, setting goals, planning projects, essay writing	Careers, psychology of business, essay writing	Careers, psychology of business, essay writing	Careers, psychology of business, laws, essay writing	Careers, laws, essay writing
Vocabulary	All Components					<div>Link</div>
Assessments	1.1-1.3 + 5.3 SPA	Component 1 SPA	Component 2 SPA	3.1 - 3.4 SPA	Component 3 SPA	Paper 1 Trial 4 SPA Component