

**Year 12 Curriculum Overview Business Studies 2023-24**

**OCR Extended Certificate (single award)**

<b>Business Studies</b>	<b>Autumn 1</b>	<b>Autumn 2</b>	<b>Spring 1</b>	<b>Spring 2</b>	<b>Summer 1</b>	<b>Summer 2</b>
<b>Unit Title</b>	Business Environment Unit 1	Business Environment Unit 1	Marketing & Market Research Unit 5	Marketing & Market Research Unit 5	Marketing & Market Research Unit 5	Project Planning Unit 16
<b>Approximate number of lessons</b>	28	28	24	24	24	28
<b>Curriculum content</b>	<p>LO1 Understand different types of businesses and their objectives</p> <p>LO2 Understand how the functional areas of businesses work together to support the activities of businesses</p> <p>LO3 Understand the effect of different organisational structures on how businesses operate</p> <p>LO4 Be able to use financial information to check the financial health of businesses</p>	<p>LO5 Understand the relationship between businesses and stakeholders</p> <p>LO6 Understand the external influences and constraints on businesses and how businesses could respond</p> <p>LO7 Understand why businesses plan</p> <p>LO8 Be able to assess the performance of businesses to inform future business activities</p>	<p>Marketing &amp; case study overview</p> <p>LO1 Understand the role of marketing in businesses</p> <p>LO2 Know the constraints on marketing</p>	<p>Market research overview, both primary and secondary</p> <p>LO3 Be able to carry out market research for business opportunities</p>	<p>Overview of market research and how it informs product/service production &amp; promotion</p> <p>LO4 Be able to validate and present market research findings</p>	<p>LO2 Understand the skills project managers need to have</p> <p>LO4 Be able to prepare project plans – produce a project plan</p>

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<b>Links to prior learning</b>	GCSE Business & own personal knowledge	GCSE subject knowledge (Maths, Business) & Unit 1 understanding developed of business concepts	Marketing & Planning in Unit1	Marketing & Planning in Unit1	Marketing & Planning in Unit1	Business Planning, objectives, HR, Finance & stakeholder learning from Unit 1
<b>Cultural Capital opportunities</b>	Watch Dragon's Den	Newspaper article discussion on recent PEST events	Read / video / quick <a href="https://www.bbc.co.uk/bitesize/guides/zfcjbdm/revision/1">https://www.bbc.co.uk/bitesize/guides/zfcjbdm/revision/1</a>	Do personal research on subject of choice and report to group	Watch video about Sunny Delight's downfall	Read 3 excerpts from Project Management for the unofficial project manager by Kogon, Blakemore & Wood
<b>Assessment focus</b>	Knowledge Test Examination - Interim unit assessment	Knowledge Test Interim unit assessment <b>External Examination – Mid January Spring 1</b>	Course work Marked fortnightly as per hand-in dates	Course work Marked fortnightly as per hand-in dates	Course work Marked fortnightly as per hand-in dates	Course work Marked fortnightly as per hand-in dates
<b>Link to knowledge organiser</b>	<a href="https://www.ocr.org.uk/Images/294523-the-business-environment.pdf">https://www.ocr.org.uk/Images/294523-the-business-environment.pdf</a>		<a href="https://www.ocr.org.uk/Images/505664-marketing-and-market-research.pdf">https://www.ocr.org.uk/Images/505664-marketing-and-market-research.pdf</a>			<a href="https://www.ocr.org.uk/Images/505851-principles-of-project-management.pdf">https://www.ocr.org.uk/Images/505851-principles-of-project-management.pdf</a>