

YEAR 1 - Year 12 Business Studies OCR Extended Certificate (single award)

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

	health of businesses					
Links to prior learning	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
Cultural Capital opportunities	Watch Dragon's Den	Newspaper article discussion on recent PEST events	Read / video / quick https://www.bbc.co.uk/bitesize/guides/zfcjbdm/revision/1	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
Assessment focus	Knowledge Test Examination - Interim unit assessment	Knowledge Test Interim unit assessment External Examination – Mid January Spring 1	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
Link to knowledge organiser	https://www.ocr.org.uk/Images/294523-the-business-environment.pdf		https://www.ocr.org.uk/Images/505664-marketing-and-market-research.pdf			https://www.ocr.org.uk/Images/505851-principles-of-project-management.pdf