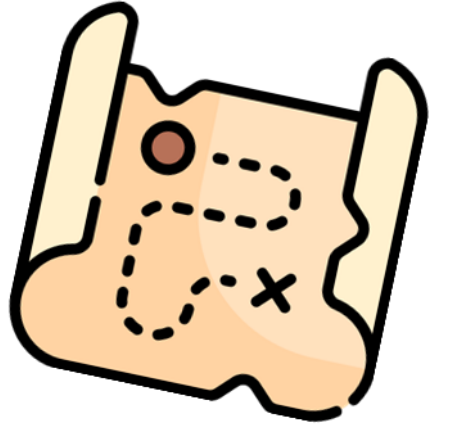




OCR GCSE Business Studies (9-1)

Our Learning Journey



Year 10

Topic 1.1
Purpose of
Business Activity

Topic 1.1
Entrepreneur
Characteristics

Topic 1.1
Risk and
Reward

Topic 1.2
Purpose of a
Business Plan

Topic 1.2
Importance of a
Business Plan

Topic 1.3
Sole Trader
Ownership

Topic 1.3
Partnership
Ownership

Topic 1.6
External
Growth

Topic 1.6
Organic
Growth

Topic 1.5
Stakeholders &
Business Activity

Topic 1.5
Business
Stakeholders

Topic 1.4
Objectives in
detail

Topic 1.4
Aims and
Objectives

Topic 1.3
Company
Ownership



Topic 1 Assessment

Topic 2.1
Purpose of
Marketing

Topic 2.2
Purpose of
Market Research

Topic 2.2
Primary
Research

Topic 2.2
Secondary
Research

Topic 2.2
Interpreting
Market Research

Topic 2.3
Market
Segmentation

Topic 2.4
The Marketing
Mix (4 P's)

Topic 2.4
Interpreting
Market Data

Topic 2.4
4 P's: Place
(Distribution)

Topic 2.4
4 P's: Advertising
Methods

Topic 2.4
4 P's: Point of
Sale Promotion

Topic 2.4
4 P's: Pricing
Methods

Topic 2.4
The Product
Lifecycle

Topic 2.4
4 P's:
Product



Topic 2 Assessment

Topic 3.1
Human
Resources

Topic 3.2
Organisational
Structures

Topic 3.2
Organisation
Key Terms

Topic 3.2
Ways of
Working

Topic 3.3
Business
Communication

Topic 3.3
Digital
Communications

Topic 3.4
Why and how to
recruit



Topic 3 Assessment

Topic 3.7
Employment
Laws

Topic 3.6
Staff
Development

Topic 3.6
Training
Methods

Topic 3.6
Motivation &
Retention

Topic 3.5
Non-Financial
Motivation

Topic 3.5
Financial
Motivation

Topic 3.4
Recruitment
Methods



Mock Exam



Year 11

Topic 4.1
Production
Methods

Topic 4.1
Technology &
Production

Topic 4.2
Importance of
Quality

Topic 4.2
Ensuring
Quality

Topic 4.3
Different Selling
Methods

Topic 4.3
Impact of
E-commerce

Topic 4.3
Customer
Service



Topic 4 Assessment

Topic 5.3
Revenue, Costs,
Profit & Loss

Topic 5.2
Sources of
Finance

Topic 5.1
The Finance
Function

Topic 4.6
Logistic & Supply
Decisions

Topic 4.6
The Role of
Procurement

Topic 4.5
Business
Location

Topic 4.4
Consumer
Laws



Topic 5 Assessment



Mock Exam

Topic 5.3
Profitability
Ratios

Topic 5.3
Average Rate of
Return

Topic 5.4
Break-even &
Decision Making

Topic 5.5
The importance
of Cash

Topic 5.5
Cashflow
Forecasts

Topic 6.1
Ethics & The
Environment

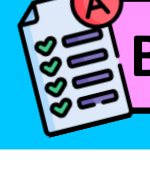


Where next?

- 'A' Levels in Business Studies, Economics or Accounting?
- BTECs in Business or Marketing?
- Apprenticeship in Business?
- Other courses?



Business 1 Exam



Business 2 Exam

Topic 7.1
Considering
Finance & Risk

Topic 7.1
Interdependent
Functions

Topic 6.3
The Impact of
Globalisation

Topic 6.2
The Economic
Climate