

Year 1	GCSE Specification	Textbook reference and other resources	Weeks
Autumn Term	Business 1: business activity, marketing and people (J204/01)		
	1.1 The role of business enterprise and entrepreneurship <ul style="list-style-type: none"> The purpose of business activity and enterprise Characteristics of an entrepreneur The concept of risk and reward 	OCR GCSE (9-1) Business textbook chapter: 1.1 Other resources can include: <ul style="list-style-type: none"> Great example of a 16 year old entrepreneur: http://www.bbc.co.uk/newsbeat/article/37255033/a-16-year-old-british-girl-earns-48000-helping-chinese-people-name-their-babies Do entrepreneurs set up in business for a better work/life balance? http://startups.co.uk/improving-work-life-balance-why-60-of-uk-women-dream-of-starting-a-business/ Sample assessment material component 01 question 16a GCSE Applied Business A241 Business in action June 2014 question: 4d 	1 to 3
	1.2 Business planning <ul style="list-style-type: none"> The purpose of planning business activity The role, importance and usefulness of a business plan 	OCR GCSE (9-1) Business textbook chapter: 1.2 Other resources can include: <ul style="list-style-type: none"> Sample assessment material component 01 question 18b 	4 to 6

Year 1	GCSE Specification	Guidance and resources	Weeks
	5.3 Revenue, costs, profit and loss <ul style="list-style-type: none"> The concept of revenue, costs and profit and loss in business and their importance in business decision-making The different costs in operating a business Calculation of costs and revenue Calculation of profit/loss 	OCR GCSE (9-1) Business textbook chapter: 5.3 This topic can be taught in greater depth as part of J204/02 in year 11. An introduction to revenue, costs and profit at this early stage will help students understanding of many different topics such as business aims and planning within business activity and pricing methods within marketing.	7
	1.3 Business ownership <ul style="list-style-type: none"> The features of different types of business ownership The concept of limited liability The suitability of differing types of ownership in different business contexts 	OCR GCSE (9-1) Business textbook chapter: 1.3 Other resources can include: <ul style="list-style-type: none"> Sample assessment material component 01 questions 13, 18a GCSE Business Studies A292 People in business June 2014 question 1a (note: this past paper uses the term sole proprietor instead of sole trader) GCSE Business Studies A292 People in business June 2012 question: 2a (note: this past paper uses the term sole proprietor instead of sole trader) GCSE Business & Communication Systems A265 June 2014 question: 3d 	8 to 10
	1.4 Business aims and objectives <ul style="list-style-type: none"> The aims and objectives of business How and why objectives might change as businesses evolve Why different businesses may have different objectives 	OCR GCSE (9-1) Business textbook chapter: 1.4 Other resources can include: <ul style="list-style-type: none"> Sample assessment material component 01 question 16d GCSE Business Studies A292 People in business Jan 2013 question: 1d GCSE Applied Business A241 Business in action June 2015 question: 1c 	11 to 12

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	1.5 Stakeholders in business <ul style="list-style-type: none"> The roles and objectives of internal and external stakeholder groups The effect business activity has on stakeholders The effect stakeholders have on business 	OCR GCSE (9-1) Business textbook chapter: 1.5 Other resources can include: <ul style="list-style-type: none"> Sample assessment material component 01 questions 3, 4 (& 18d linked with 2.4 marketing mix) GCSE Applied Business A241 Business in action June 2015 question: 3b 	13 to 14
Christmas holiday			
Spring term	1.6 Business growth <ul style="list-style-type: none"> Organic growth External growth 	OCR GCSE (9-1) Business textbook chapter: 1.6 Other resources can include: <ul style="list-style-type: none"> GCSE (9-1) Business – business activity – check in test (available from the qualification page) http://www.ocr.org.uk/qualifications/gcse-business-j204-from-2017/ Sample assessment material component 01 questions 10, 16b Note: an alternative is to teach this topic later after the teaching of the functional areas.	15 to 17
	2.1 The role of marketing <ul style="list-style-type: none"> The purpose of marketing within business 	OCR GCSE (9-1) Business textbook chapter: 2.1 Other resources can include: <ul style="list-style-type: none"> Sample assessment material component 02 synoptic questions 18b, 18d GCSE Business & Communication Systems A265 June 2015 question: 2ci (the command word 'Explain' would work better for GCSE (9-1) Business) 	18

Year 1	GCSE Specification	Guidance and resources	Weeks
	2.2 Market research <ul style="list-style-type: none"> • The purpose of market research • Primary research methods • Secondary research sources • How appropriate different methods and sources of market research are for different business purposes • The use and interpretation of qualitative and quantitative data in market research 	OCR GCSE (9-1) Business textbook chapter: 2.2 Other resources can include: <ul style="list-style-type: none"> • Sample assessment material component 01 questions 12,15 • GCSE Applied Business A243 Working in business June 2014 question: 4a, b, c & d 	19 to 21
Spring half term			
	2.3 Market segmentation <ul style="list-style-type: none"> • The use of segmentation to target customers 	OCR GCSE (9-1) Business textbook chapter: 2.3 Other resources can include: <ul style="list-style-type: none"> • Sample assessment material component 01 question 16c 	22

Year 1	GCSE Specification	Guidance and resources	Time in weeks
	<p>2.4 The marketing mix</p> <ul style="list-style-type: none"> • The four Ps of the marketing mix and their importance <ul style="list-style-type: none"> ○ The product ○ The product - stages of the product life cycle ○ Pricing methods ○ Promotion - point of sale ○ Promotion – advertising 	<p>OCR GCSE (9-1) Business textbook chapter: 2.4</p> <p>Other resources can include:</p> <ul style="list-style-type: none"> • Pricing of lunches and lunch ‘deals’ http://www.bbc.co.uk/newsbeat/article/37285515/anger-on-social-media-over-sainsburys-3-on-the-go-meal-deal-changes • Should businesses advertise via Snapchat? http://www.campaignlive.co.uk/article/snapchat-overtakes-twitter-daily-usage/1397393?utm_content=buffer9141d&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer • GCSE (9-1) Business – marketing – check in test (available from the qualification page) http://www.ocr.org.uk/qualifications/gcse-business-j204-from-2017/ • Sample assessment material component 01 questions 2, 5, 6, 7, 16e, 16f, 18c, 18d • GCSE Business & Communication Systems A265 June 2015 question: 6c (note the command word ‘Discuss’ would work better for GCSE (9-1) Business) • GCSE Business & Communication Systems A265 June 2014 question: 2a • GCSE Applied Business A243 Working in business June 2014 question: 4e 	23 to 28
Easter holidays			

Year 1	GCSE Specification	Guidance and resources	Time in weeks
Summer term	2.4 The marketing mix continued <ul style="list-style-type: none"> ○ Place - distribution of products and services ● How the four Ps of the marketing mix work together ● The use of the marketing mix to inform and implement business decisions ● Interpretation of market data 	OCR GCSE (9-1) Business textbook chapter: 2.4 Other resources can include: <ul style="list-style-type: none"> ● Ecommerce in food retailing https://www.ecommerce-nation.co/food-brands-need-take-advantage-ecommerce-opportunities/ ● GCSE (9-1) Business – Marketing – check in test (available from the qualification page) http://www.ocr.org.uk/qualifications/gcse-business-j204-from-2017/ 	29 to 32
Summer half term			
Summer term	3.1 The role of human resources <ul style="list-style-type: none"> ● The purpose of human resources within business 	OCR GCSE (9-1) Business textbook chapter: 3.1 Other resources can include: <ul style="list-style-type: none"> ● Sample assessment material component 02 synoptic question 18b ● GCSE Business & Communication Systems A265 June 2015 question: 2cii (note the command word 'Explain' would work better for GCSE (9-1) Business) ● GCSE (9-1) Business – people – check in test (available from the qualification page) 	33
	3.2 Organisational structures and different ways of working <ul style="list-style-type: none"> ● Different organisational structures ● The terminology of organisation charts ● Why businesses have different organisational structures ● Ways of working 	OCR GCSE (9-1) Business textbook chapter: 3.2 Other resources can include: <ul style="list-style-type: none"> ● Ways of working: zero hours contracts http://www.bbc.co.uk/news/business-37305581 ● Sample assessment material component 01 question 9 ● GCSE Business Studies A292 People in business June 2015 question 1c and 2f 	34 to 38

Year 2	GCSE Specification	Guidance & resources	Time in weeks
Autumn term	3.3 Communication in business <ul style="list-style-type: none"> Ways of communicating in a business context The importance of business communications The influence of digital communication on business activity 	OCR GCSE (9-1) Business textbook chapter: 3.3 Other resources can include: <ul style="list-style-type: none"> Sample assessment material component 01 question 1 GCSE Business Studies A292 People in business June 2015 question: 1e GCSE Business Studies A292 People in business June 2012 question: 1e 	1 to 3
	3.4 Recruitment and selection <ul style="list-style-type: none"> Why businesses recruit The use of different recruitment methods to meet different business needs Methods of selection 	OCR GCSE (9-1) Business textbook chapter: 3.4 Other resources can include: <ul style="list-style-type: none"> What might the person specification for a job at MI5 look like? http://www.bbc.co.uk/news/business-36401164 CV as a method of selection http://www.careerexperts.co.uk/job-searching/reel-top-5-things-employers-look-cv?utm_content=buffer9f9a1&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer Example online careers test http://www.career-test.co.uk/ Example application forms from the national careers service web site https://nationalcareersservice.direct.gov.uk/advice/getajob/applications/Pages/default.aspx Sample assessment material component 01 question 14, 17a, 17b GCSE Business Studies A292 People in business June 2014 question 2c GCSE Business Studies A292 People in business June 2013 question 1d GCSE Business Studies A292 People in business Jan 2013 question: 2e(note the command word 'discuss' would now be used for GCSE (9-1) Business) 	4 to 7
Autumn half term			

Year 2	GCSE Specification	Guidance & resources	Time in weeks
Autumn term	3.5 Motivation and retention <ul style="list-style-type: none"> Financial methods of motivation Non-financial methods of motivation The importance of employee motivation The importance of employee retention 	OCR GCSE (9-1) Business textbook chapter: 3.5 Other resources can include: <ul style="list-style-type: none"> Are bonuses a good method of motivation? https://www.weforum.org/agenda/2016/06/is-it-time-to-ditch-bonuses/ How to keep staff motivated http://smallbusiness.co.uk/9-ways-keep-staff-motivated-2534084/ Sample assessment material component 01 question 8 GCSE Business Studies A292 People in business June 2014 question 2c 	8 to 10
	3.6 Training and development <ul style="list-style-type: none"> Different training methods Why businesses train their workers Staff development The benefits to employees and businesses of staff development 	OCR GCSE (9-1) Business textbook chapter: 3.6 Other resources can include: <ul style="list-style-type: none"> The order of teaching topics 3.5 and 3.6 can be switched to allow training to follow on directly from recruitment and selection. Skill shortages http://www.bbc.co.uk/news/education-36783460 Sample assessment material component 01 questions: 11, 17d GCSE Business Studies A292 People in business June 2013 question: 1e 	11 to 12
	3.7 Employment law <ul style="list-style-type: none"> The impact of current legislation on recruitment and employment 	OCR GCSE (9-1) Business textbook chapter: 3.7 Other resources can include: <ul style="list-style-type: none"> Sample assessment material component 01 question 17c GCSE Business Studies A292 People in business Jan 2013 question: 2eii (note name of act is not a requirement of the GCSE (9-1) Business spec) GCSE Business Studies A292 People in business June 2012 question: 5d 	13 to 14
Christmas holiday			

Year 2	GCSE Specification	Guidance & resources	Time in weeks
Spring term	Business 2: operations, finance and influences on business (J204/02)		
	4.1 Production processes <ul style="list-style-type: none"> • Different production processes and their impact on businesses • The influence of technology on production and the impact on businesses 	OCR GCSE (9-1) Business textbook chapter: 4.1 Other resources can include: <ul style="list-style-type: none"> • Swiggy robots http://www.bbc.co.uk/news/science-environment-37169109 • Automated factory for Adidas http://uk.businessinsider.com/adidas-will-open-an-automated-robot-staffed-factory-next-year-2016-8 • Advantages and disadvantages of automation: http://www.vista-industrial.com/blog/advantages-and-disadvantages-of-automation-in-manufacturing/ • YouTube links of production methods http://www.youtube.com/watch?v=yeEQRpEBlv4 http://www.youtube.com/watch?v=5-eVjxCO-OE http://www.youtube.com/watch?v=XKGak-4yh-8 http://www.youtube.com/watch?v=lolFebmhx9o • Sample assessment material component 02 questions 14, 16b • GCSE Applied Business A243 Working in business June 2014 question: 6 	15 to 17
	4.2 Quality of goods and services <ul style="list-style-type: none"> • The concept of quality • Methods of ensuring quality • The important of quality in both the production of products and the provision of services 	OCR GCSE (9-1) Business textbook chapter: 4.2 Other resources can include: <ul style="list-style-type: none"> • Quality of British watches http://www.bbc.co.uk/news/business-36902222 • Sample assessment material component 02 questions 4, 16a 	18 to 21

Year 2	GCSE Specification	Guidance & resources	Time in weeks
Spring half term			
Spring term	4.3 The sales process and customer service <ul style="list-style-type: none"> • Methods of selling • The influence of e-commerce on business activity • The importance to a business of good customer service including after-sales service • The contribution of product knowledge and customer engagement to good customer service 	OCR GCSE (9-1) Business textbook chapter: 4.3 Other resources can include: <ul style="list-style-type: none"> • Sample assessment material component 02 questions 1, 10, 18a • GCSE Business & Communication Systems A265 June 2015 question: 2d <p>Note: Alternatively this topic can be taught after 2.4 the marketing mix.</p>	22 to 25
	4.4 Consumer law <ul style="list-style-type: none"> • The impact of consumer law on businesses 	OCR GCSE (9-1) Business textbook chapter: 4.4 Other resources can include: <ul style="list-style-type: none"> • Consequences of not complying with consumer legislation http://www.bbc.co.uk/news/entertainment-arts-36376947?ocid=socialflow_twitter • Sample assessment material component 02 question 11 • GCSE Business & Communication Systems A265 June 2012 question:5b 	26 to 28
Easter holiday			
Summer term	4.5 Business location <ul style="list-style-type: none"> • Factors influencing business location 	OCR GCSE (9-1) Business textbook chapter: 4.5 Other resources can include: <ul style="list-style-type: none"> • Running a business from home http://smallbusiness.co.uk/the-top-six-benefits-of-running-a-business-from-home-2517516/ • Sample assessment material component 02 question 17a • GCSE Business Studies A292 People in business June 2015 question 2e 	29 to 30

Year 2	GCSE Specification	Guidance & resources	Time in weeks
	4.6 Working with suppliers <ul style="list-style-type: none"> The role of procurement The impact of logistical and supply decisions on businesses 	OCR GCSE (9-1) Business textbook chapter: 4.6 Other resources can include: <ul style="list-style-type: none"> Sample assessment material component 02 questions 2, 6 	31 to 33
Summer half term			
Summer term	5.1 The role of the finance function <ul style="list-style-type: none"> The purpose of the finance function The influence of the finance function on business activity 	OCR GCSE (9-1) Business textbook chapter: 5.1 Other resources can include: <ul style="list-style-type: none"> Sample assessment material component 02 synoptic questions 18b GCSE Business & Communication Systems A265 June 2015 question: 2ci (note the command word 'Explain' would work better for GCSE (9-1) Business) 	34 to 35
	5.2 Sources of finance <ul style="list-style-type: none"> The reasons businesses need finance Ways of raising finance How and why different sources of finance are suitable for new and established businesses 	OCR GCSE (9-1) Business textbook chapter: 5.2 Other resources can include: <ul style="list-style-type: none"> Learners could be shown an episode Junior Dragons Den (which is supporting Children in Need) https://www.youtube.com/watch?v=H0kbMpQ5Qc4 Sample assessment material component 02 questions 12, 17e 	36 to 38

Year 3	GCSE Specification	Guidance and resources	Time in weeks
Autumn term	5.3 Revenue, costs, profit and loss <ul style="list-style-type: none"> The concept of revenue, costs and profit and loss in business and their importance in business decision-making The different costs in operating a business Calculation of costs and revenue Calculation of profit/loss Calculation and interpretation of profitability ratios Calculation and interpretation of average rate of return 	OCR GCSE (9-1) Business textbook chapter: 5.3 Other resources can include: <ul style="list-style-type: none"> Sample assessment material component 02 questions 3, 9, 13, 15, 17b, 17d <p><i>Note: this can be a continuation of the introduction from the autumn term of year one.</i></p>	1 to 5
	5.4 Break-even <ul style="list-style-type: none"> The concept of break-even Simple calculation of break-even quantity The usefulness of break-even in business decision making 	OCR GCSE (9-1) Business textbook chapter: 5.4 Other resources can include: <ul style="list-style-type: none"> Sample assessment material component 02 question 17c GCSE Applied Business A243 Working in business June 2014 question: 3g 	6 to 7
Autumn half term			
Autumn term	5.5 Cash and cash flow <ul style="list-style-type: none"> The importance of cash to a business The difference between cash and profit The usefulness of cash flow forecasting to a business 	OCR GCSE (9-1) Business textbook chapter: 5.5 Other resources can include: <ul style="list-style-type: none"> Cash flow quiz http://www.bbc.co.uk/education/guides/z67mpv4/test Sample assessment material component 02 question 7 GCSE Applied Business A243 Working in business June 2014 question: 3c & d 	8 to 10

Year 3	GCSE Specification	Guidance and resources	Time in weeks
	<ul style="list-style-type: none"> Completion of cash flow forecasts 		
	6.1 Ethical and environmental considerations <ul style="list-style-type: none"> Ethical considerations and their impact on businesses Environmental considerations and their impact on businesses 	OCR GCSE (9-1) Business textbook chapter: 6.1 Other resources can include: <ul style="list-style-type: none"> Environmental issues of food promotion in supermarkets http://www.bbc.co.uk/news/business-37511580 Sample assessment material component 02 question 18c and synoptic question 18b GCSE Business & Communication Systems A265 June 2014 question:4c GCSE Business & Communication Systems A265 June 2012 question: 4b (note the command word 'Discuss' would work better for GCSE (9-1) Business) GCSE Applied Business A241 Business in action June 2015 question: 4a, b & c (note for part c the command word 'Evaluate' would work better for GCSE (9-1) Business) 	11 to 14
Christmas holiday			
Spring term	6.2 The economic climate <ul style="list-style-type: none"> The economic climate and its impact on businesses 	OCR GCSE (9-1) Business textbook chapter: 6.2 Other resources can include: <ul style="list-style-type: none"> Sample assessment material component 02 synoptic questions 18b GCSE Applied Business A241 Business in action June 2015 question: 1e GCSE Applied Business A241 Business in action June 2014 question: 4cii 	15 to 17
	6.3 Globalisation <ul style="list-style-type: none"> The concept of globalisation 	OCR GCSE (9-1) Business textbook chapter: 6.3	18 to 21

Year 3	GCSE Specification	Guidance and resources	Time in weeks
	<ul style="list-style-type: none"> The impact of globalisation on businesses 		
Spring half term			
	7. The interdependent nature of business <ul style="list-style-type: none"> the interdependent nature of business operations, finance, marketing and human resources within a business context how these interdependencies underpin business decision-making the impact of risk and reward on business activity the use of financial information in measuring and understanding business performance and decision-making 	OCR GCSE (9-1) Business textbook chapter: 7 Other resources can include: <ul style="list-style-type: none"> Sample assessment material component 02 questions 5, 18b, 18d <p><i>Note: this section can be used to bring together previously taught topics and consider how one part of the business can affect other parts of the business and the performance of the organisation as a whole.</i></p>	22 to 28
Easter holidays			
Summer term	Revision & exams		