



Business Studies

BUSINESS STUDIES	Content
Year 10 HT 1	At the start of the course students start to explore the ideas around market research and how these methods can be supportive in starting up a new business. Once theory is taught this is practically applied to the coursework task one. Students focus on the set scenario from OCR and apply their knowledge to the practical task.
Year 10 HT 2	Students this half term explores both market segmentation and product design and how these methods can be supportive in starting up a new business. Once theory is taught this is practically applied to the coursework task two and three. Students focus on the set scenario from OCR and apply their knowledge to the practical task.
Year 10 HT 3	The third half term explores the ideas of product development and financial viability and how these methods can be supportive in starting up a new business. Once theory is taught this is practically applied to the coursework task one. Students focus on the set scenario from OCR and apply their knowledge to the practical task.
Year 10 HT 4	This half term students develop their risk and reward skills along with understanding what makes a great entrepreneur. They start to understand how these methods can be supportive in starting up a new business. Once theory is taught this is practically applied to the coursework task one. Students focus on the set scenario from OCR and apply their knowledge to the practical task. Students are looking over teacher and student feedback of their coursework and preparing to finalise their draft ready for submission. Then for the mock examination series in which a full exam will be sat. This involves students ensuring they have compiled all their work into one document and meeting the deadlines set for them. Coursework is reviewed and sent to the external moderating board. Results are released in August.
Year 10 HT 5	This half term focuses on the last remaining units for the exam, The product lifecycle and funding a business. This allows students ample revision time within lessons to prepare them for their June mock examination series.
Year 10 HT 6	Students will work towards the theory units of the exam and use their mock results to plan for any gaps in knowledge. This revisits elements of the course such as Market segmentation, effective research methods, finance, business operations and sourcing capital.
Year 11 HT 1	Students will be working on the second assessed piece of coursework, they have three mini task to complete prior to the October half term. These will be linked to brand identity, where they have the opportunity to create logos, mascots, jingles, slogans and celebrity endorsements. They then look at how they can use advertisements such as tv, radio and social media to get their brand name recognised and the benefits towards this.
Year 11 HT 2	Students will prepare for their exam assessment this half term all 6 topics will be revised within the classroom, with additional afterschool classes in place to support those who require it. The 6 topics are: Market segmentation and research, finances, product life cycle, attracting and retaining a customer, raising capital, and functional areas of the business. All students will have their own personalised checklist to aid their revision.
Year 11 HT 3	Students start the half term with their exam. After this students go on to the next part of the coursework started at the start of the year. This half term involves pitching their business idea and giving themselves feedback on how they did.
Year 11 HT 4	Students are preparing for the final submission of their coursework this half term. They will also have their exam results back. They will need to complete the last task, which looks at the success of their ideas. Submission is due in before the Easter holidays to allow for all students to receive their score within the allowed timescales.
Year 11 HT 5	Students will have their own individual pathway to follow this half term, this depends on their previous successes. Choices will be to resubmit the first coursework unit, which they would have been doing in the background throughout the year, or preparing to try the exam for a second time. Students will be guided appropriately to achieve the best result they can.