

**Business Scheme of Work 2023-24: YEAR 11**

(OCR Syllabus)

AUTUMN TERM 1: SEPT - OCT	AUTUMN TERM 2: OCT - DEC	SPRING TERM 1: JAN - FEB
<b>Business Activity.</b>	<b>Marketing, People and Mock Exams</b>	<b>People.</b>
<p><b>AO: To revise the basic activities which business must carry out.</b> Pupils will extend their knowledge about the general activities of a business. They will also extend their knowledge of how to analyse and evaluate business information. <b>Main text: Hodder GCSE Business textbooks plus on-line links.</b></p> <p><b>Topics:</b> The role of business and entrepreneurship. Business planning. Business aims and objectives. Stakeholders in business. Business growth.</p> <p><i>If pupils are already familiar with this section, they can move on / choose another area of revision.</i></p> <p>Base line test. Half term test.</p>	<p><b>AO: To revise marketing and people in business.</b> Pupils will extend their knowledge about marketing, including “the 4 p’s” of the marketing mix. They will also continue to practise analysing and evaluating. <b>Main text: Hodder GCSE Business textbooks plus on-line links.</b></p> <p><b>Topics:</b> The role of marketing. Market research. Market segmentation. The marketing mix.</p> <p>The role of human resources. Organisational structures and ways of working.</p> <p>Mock exams.</p> <p><i>If pupils are already familiar with this section, they can move on / choose another area of revision.</i></p>	<p><b>AO: To revise the role people play in business.</b> Pupils will extend their knowledge of the various roles that people within a business play. They will also continue to practise analysing and evaluating. <b>Main text: Hodder GCSE Business textbook plus on-line links.</b></p> <p><b>Topics:</b> Communication in Business. Recruitment and selection. Motivation and retention. Training and development. Employment Law.</p> <p><i>If pupils are already familiar with this section, they can move on / choose another area of revision.</i></p> <p>Half term test.</p>
SPRING TERM 2: FEB - MAR	SUMMER TERM 1: APR - MAY	SUMMER TERM 2: JUN - JUL
<b>Revision and Practise.</b>	<b>Revision, Practise and GCSE 1.</b>	<b>Revision, Practise and GCSE 2.</b>
<p><b>AO: To revise and practise using various means, including past papers.</b> Pupils have completed the course now and need to revise based partly on their mocks results. <b>Main text: Hodder GCSE Business text, OCR past papers plus on-line links.</b></p> <p><b>Topics:</b> Students will have the freedom to choose which areas they most need to revise. Plus, they will be working on, and marking, past papers.</p>	<p><b>AO: To revise and practise using various means, including past papers.</b> Pupils have completed the course now and need to revise based partly on their mocks results. <b>Main text: Hodder GCSE Business text, OCR past papers plus on-line links.</b></p> <p><b>Topics:</b> Students will have the freedom to choose which areas they most need to revise. Plus, they will be working on, and marking, past papers.</p>	<p><b>AO: To revise and practise using various means, including past papers.</b> Pupils have completed the course now and need to revise based partly on their mocks results. <b>Main text: Hodder GCSE Business text, OCR past papers plus on-line links.</b></p> <p><b>Topics:</b> Students will have the freedom to choose which areas they most need to revise. Plus, they will be working on, and marking, past papers.</p>