

OCR Business GCSE 2019-2021

Year 10

Business 1: Business Activity, Marketing and People

Term: Autumn

Week	Big Question	Small question	Assessment opportunity and criteria. Teacher feedback point	Homework
1 2	How and why do businesses exist?	The role of entrepreneurs (1.1) <ul style="list-style-type: none">• Why do businesses exist?• What is enterprise?• Entrepreneurial characteristics• The risks and rewards of being an entrepreneur	Investigative report on an entrepreneur	Read knowledge and application Powerpoint
3 4		Different types of business ownership (1.3) <ul style="list-style-type: none">• What is a sole trader?• What is a partnership?• What is a private limited company?• What is a public limited company?• What is the most suitable type of business ownership?	Clarke's C/S	Read knowledge and application Powerpoint
5		Business aims and objectives (1.4) <ul style="list-style-type: none">• What possible aims and objectives are there?• How might business objectives change?• Why do different types of businesses have different objectives?	Pen and Sword C/S	Read knowledge and application Powerpoint

6		<p>Economic climate (6.2)</p> <ul style="list-style-type: none"> • What is the business cycle? • What is the impact on business of changes in income and employment? • How can a business respond to changes in the economic climate? 	Fitspace and Heron Holiday's C/S	Read knowledge and application Powerpoint
7 8	How do businesses grow?	<p>Stakeholders and ethics (1.5)</p> <ul style="list-style-type: none"> • Who are stakeholders? • How do stakeholders affect business? • What is business ethics? • How do ethical considerations affect business? 	Lineside Repairs C/S	Read knowledge and application Powerpoint
9 & 10		<p>Business planning (1.2)</p> <ul style="list-style-type: none"> • What is a business plan? • Why are business plans important? • Can you produce your own business plan? 	Produce first part of own business plan	Read knowledge and application Powerpoint
11		<p>Organic and inorganic growth (1.6)</p> <ul style="list-style-type: none"> • How can a business grow organically? • What is the chain of production and business interdependence? • How can a business grow inorganically/externally? • To be able to analyse a merger/takeover 	Vice Media C/S	Read knowledge and application Powerpoint
12		<p>Globalisation (6.3)</p> <ul style="list-style-type: none"> • What is globalisation? • What are multinational firms? • How do businesses compete globally? 	Test on 'Business activity'	Read knowledge and application Powerpoint

13 14	What is the purpose of marketing?	The role of marketing (2.1) Market segmentation (2.3) What is marketing? What is the role of the marketing function? What is market segmentation?	Amala Furniture C/S	Read knowledge and application Powerpoint
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