

2025-26

Subject: Business Studies

GCSE Specification: J204 – OCR Business 9-1



Curriculum Intent:

Business Studies opens a wealth of opportunities, developing skills that go beyond simply starting your own business. At Sheringham High School students will develop skills for life that promote interpersonal, independent, professional, reasoning and research skills, Business Studies nurtures the soft skills that businesses are looking for and provides the platform for success.

We aim for students at Sheringham High School who opt for Business Studies to apply what they learn to real-life scenarios, and gain practical experience of enterprise and marketing, no matter what their previous experience has been.

Subject Specific Skills:

- Understanding customer needs •
Primary and secondary research
- Gaining customer feedback
- Categorising costs
- Calculating revenue
- Calculating profit
- Calculating break-even
- Understanding product development
- Setting a price
- Attracting and retaining customers
- Identifying sources of finance
- Writing a business plan
- Understanding the different functional areas of a business Identifying customer profiles
- Completing market research to aid decisions

Wider Key Skills:

- Enterprise
- Teamwork
- Time management
- Communication
- Decision making
- Delegation
- Presenting
- Numeracy – financial calculations

Year 10	Autumn		Spring		Summer	
	Half term 1	Half term 2	Half term 3	Half term 4	Half term 5	Half term 6
	Business Activity	Business Activity and Marketing	Marketing	People	People	Operations
Key Content/ Knowledge	The role of business enterprise and entrepreneurship Business Planning Business Ownership Business aims and objectives	Understanding product development Identifying customer profiles Attracting and retaining customers	Stakeholders in business Business Growth The role of marketing Market Research Market Segmentation Understanding customer needs Setting a price	The role of human resources Organisational structures and different ways of working Communication in business	Recruitment and selection Motivation and retention Training and development Employment Law	Production Process Quality of goods and services The sales process and customer service
Skills Covered	Writing a business plan Identifying, Analysing, Explaining and Evaluating	Identifying, Analysing, Explaining and Evaluating	Completing market research to aid decisions	Understanding the different functional areas of a business Identifying, Analysing, Explaining and Evaluating	Understanding the different functional areas of a business Identifying, Analysing, Explaining and Evaluating	Identifying, Analysing, Explaining and Evaluating
Assessment	Examination Style questions	End of unit test – Examination Style	End of unit test – Examination Style	Examination Style questions	End of unit test – Examination Style	Year 10 exam OCR paper 1

Year 11	Autumn		Spring		Summer	
	Half term 1	Half term 2	Half term 3	Half term 4	Half term 5	Half term 6
Topic	Operations	Finance	Finance	Influences on business	The interdependent nature of business	Revision
Key Content/ Knowledge	Production Process Quality of goods and services The sales process and customer service Consumer law Business location Working with suppliers	The role of the finance function Revenue, costs, profit and loss Break-even Cash and cash flow Identifying sources of finance	Categorising costs Calculating revenue Calculating profit Calculating break-even	Ethical and environmental considerations The economic climate Globalisation	The nature of business operations, finance, marketing and human resources within a business context The impact of risk and reward How these interdependencies underpin business decision making The use of financial information in measuring and understanding business performance and decision making.	
Skills Covered	Identifying, Analysing, Explaining and Evaluating	Using formula to make financial calculations	Using formula to make financial calculations Percentage change	Identifying, Analysing, Explaining and Evaluating	Identifying, Analysing, Explaining and Evaluating	
Assessment	Examination Style questions	Examination Style questions	Year 11 Mock exams – OCR paper 1 and 2	Examination Style questions	Practise papers and questions	Year 11 exam OCR paper 1 and paper 2