CIM - Curriculum Intent Map Business

Exam boards - KS4: OCR GCSE Business J204. KS5: Pearson Edexcel A Level Business 9BS0

Curriculum objectives

The OCR GCSE (9-1) in Business (J204) and the Pearson Edexcel A-level in Business (9BS0) are for learners who want to develop a practical and theoretical understanding of how businesses are set up, run and grown, from small start-up enterprises through to large global organisations.

Curriculum values and context

These qualifications recognise the importance of understanding how businesses operate within a competitive, dynamic economy. Students develop commercial awareness, financial literacy and enterprise skills that prepare them for further study, employment or starting their own business.

Knowledge and understanding being developed

The Business curriculum will encourage students to:

- Understand how and why business opportunities arise
- Apply knowledge of marketing, operations, finance and people management to real business contexts
- Analyse and evaluate business decisions using qualitative and quantitative evidence
- Think creatively and commercially when making and justifying business recommendations
- Understand the wider economic, ethical and global context in which businesses operate
- Apply numeracy and literacy skills relevant to business

Curriculum sequencing and structure

The OCR GCSE (9-1) in Business (J204) aims to meet the following objectives. The qualification is assessed entirely by written examination, with no non-exam assessment:

Component 01 - Business 1: Business activity, marketing and people:

- Written examination - 1 hour 30 minutes (80 marks)
- 50% of total qualification
- Section A multiple choice; Section B short, medium and extended response questions set in real business contexts
- Content taught across Year 10 and sat at the end of Year 11

Content of Business 1:

- Business activity: the role of business enterprise and entrepreneurship, business planning, business ownership, aims and objectives, stakeholders, business growth
- Marketing: the role of marketing, market research, market segmentation, the marketing mix
- People: the role of human resources, organisational structures, communication in business, recruitment and selection, motivation and retention, training and development, employment law

Component 02 - Business 2: Operations, finance and influences on business:

- Written examination - 1 hour 30 minutes (80 marks)
- 50% of total qualification
- Section A multiple choice; Section B short, medium and extended response questions set in real business contexts, including content drawn from both components in the final question
- Content taught across Year 10 and Year 11 and sat at the end of Year 11

Content of Business 2:

- Operations: the role of operations, production processes, quality, the sales process and customer service, consumer law, business location, working with suppliers
- Finance: the role of finance, sources of finance, revenue, costs, profit and loss, cash and cash flow

Extracurricular activities **Careers links** **Curriculum links** **Threshold topics (bold)** **PSHE, PD and cultural capital links**

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- Influences on business: ethical and environmental considerations, the economic climate, globalisation, the interdependent nature of business

The Pearson Edexcel A-level in Business (9BS0) aims to meet the following objectives:

Paper 1 - Marketing, people and global businesses:

- Written examination - 2 hours
- 35% of total A-level (100 marks)
- Assesses Theme 1 and Theme 4

Paper 2 - Business activities, decisions and strategy:

- Written examination - 2 hours
- 35% of total A-level (100 marks)
- Assesses Theme 2 and Theme 3

Paper 3 - Investigating business in a competitive environment:

- Written examination - 2 hours
- 30% of total A-level (100 marks)
- Synoptic assessment drawing on all four themes, based on a pre-released case study

Content of the four themes:

- Theme 1 - Marketing and people: meeting customer needs, the market, marketing mix and strategy, managing people, entrepreneurs and leaders
- Theme 2 - Managing business activities: raising finance, financial planning, managing finance, resource management, external influences
- Theme 3 - Business decisions and strategy: business objectives and strategy, business growth, decision-making techniques, influences on business decisions, assessing competitiveness, managing change
- Theme 4 - Global business: globalisation, global markets and business expansion, global marketing, global industries and companies

Curriculum equality and access

All assessments are administered carefully to ensure that all learners are treated fairly.
All learners have equitable opportunity to access the qualifications and assessments, and reasonable adjustments are made in line with school and exam board policy.

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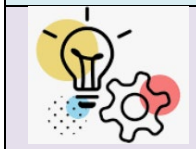
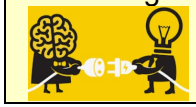
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	Year 10					
	Half term 1	**Half term 2**	**Half term 3**	**Half term 4**	**Half term 5**	**Half term 6**
Knowledge, Skills and Understanding 	**Business 1 - Business activity:** • Enterprise and entrepreneurs • Business planning • Business ownership	**Business 1 - Business activity:** • Business aims and objectives • Stakeholders in business • Business growth	**Business 1 - Marketing:** • The role of marketing and market research • Market segmentation • The marketing mix	**Business 1 - People:** • The role of human resources • Organisational structures • Communication in business	**Business 1 - People:** • Recruitment and selection • Motivation and retention • Training and development and employment law	**Business 2 - Operations:** • The role of operations • Production processes • Quality
	• Knowledge based assessment (Microsoft Forms - multiple choice and short answers)	• End of unit assessment. Business activity complete. Skills tracker	• Knowledge based assessment (Microsoft Forms - multiple choice and short answers)	• Knowledge based assessment (Microsoft Forms). Data response and 6-mark question practice	• End of unit assessment. Business 1 content complete. Skills tracker	• End of year assessment. Business 1 exam-style paper. Skills tracker
 **Embed your knowledge**	Revision topics for starter quizzes. After school sessions for skills development	Revision topics for starter quizzes. After school sessions for skills development	Revision topics for starter quizzes. After school sessions for skills development	Revision topics for starter quizzes. After school sessions for skills development	Revision topics for starter quizzes. After school sessions for skills development	Revision topics for starter quizzes. After school sessions for skills development
Extend your learning 	Exam board specification resources and case studies are listed in MS Teams	Exam board specification resources and case studies are listed in MS Teams	Exam board specification resources and case studies are listed in MS Teams	Exam board specification resources and case studies are listed in MS Teams	Exam board specification resources and case studies are listed in MS Teams	Exam board specification resources and case studies are listed in MS Teams

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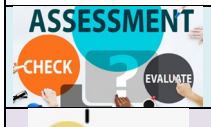
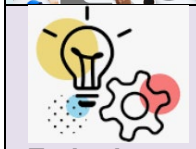
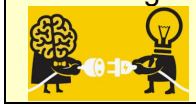
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	Year 11					
	Half term 1	**Half term 2**	**Half term 3**	**Half term 4**	**Half term 5**	**Half term 6**
Knowledge, Skills and Understanding 	**Business 2 - Operations:** • The sales process and customer service • Consumer law • Business location and working with suppliers	**Business 2 - Finance:** • The role of finance and sources of finance • Revenue, costs, profit and loss	**Business 2 - Finance and influences on business:** • Cash and cash flow • Ethical and environmental considerations	**Business 2 - Influences on business:** • The economic climate • Globalisation and the interdependent nature of business	**Revision - Business 1 and Business 2:** • Business activity, marketing, people, operations and finance • Exam technique and past paper practice, including 9-mark responses	**Final revision:** • Business 1 and Business 2 examinations • Study leave
	• Knowledge based assessment (Microsoft Forms - multiple choice and short answers)	• End of unit assessment. Operations and finance content. Skills tracker	• Mock examinations. Business 1 and Business 2 papers. Skills tracker	• End of unit assessment. Business 2 content complete. Skills tracker	• 2x exam question assessment. Skills tracker	• End of course assessment. Skills tracker
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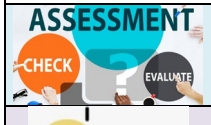
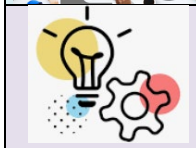
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	Year 12					
	Half term 1	**Half term 2**	**Half term 3**	**Half term 4**	**Half term 5**	**Half term 6**
Knowledge, Skills and Understanding 	**Theme 1 - Marketing and people:** • 1.1 Meeting customer needs • 1.2 The market	**Theme 1:** • 1.3 Marketing mix and strategy	**Theme 1:** • 1.4 Managing people • 1.5 Entrepreneurs and leaders	**Theme 2 - Managing business activities:** • 2.1 Raising finance • 2.2 Financial planning	**Theme 2:** • 2.3 Managing finance • 2.4 Resource management	**Theme 2:** • 2.5 External influences on business
	• Knowledge based assessment (Microsoft Forms)	• Skills based assessment. Open book task with guided tasks	• End of unit assessment. Theme 1 complete. Skills tracker	• Knowledge based assessment (Microsoft Forms)	• Skills based assessment. Open book task with guided tasks	• End of year assessment. Theme 1 and Theme 2 complete. Skills tracker
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	Year 13					
	Half term 1	**Half term 2**	**Half term 3**	**Half term 4**	**Half term 5**	**Half term 6**
Knowledge, Skills and Understanding 	**Theme 3 - Business decisions and strategy:** • 3.1 Business objectives and strategy • 3.2 Business growth	**Theme 3:** • 3.3 Decision-making techniques • 3.4 Influences on business decisions	**Theme 3:** • 3.5 Assessing competitiveness • 3.6 Managing change **Theme 4 - Global business:** • 4.1 Globalisation	**Theme 4:** • 4.2 Global markets and business expansion • 4.3 Global marketing • 4.4 Global industries and companies	**Revision:** • Paper 1 and Paper 2 content - Themes 1 to 4 • Paper 3 pre-release case study analysis	**Final revision and examinations:** • Paper 1, Paper 2 and Paper 3 examinations • Study leave
	• Knowledge based assessment (Microsoft Forms)	• Skills based assessment. Open book task with guided tasks	• End of unit assessment. Theme 3 complete. Skills tracker	• End of unit assessment. Theme 4 complete. Skills tracker	• 2x exam question assessment. Skills tracker	• End of course assessment. Skills tracker
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