

Subject	Y10 Core Knowledge – Autumn/Spring/Summer term	How to support students' learning
Business	<p>Autumn Term Business Activity -</p> <ol style="list-style-type: none"> 1. Understand the role of business enterprise. 2. Analyse the importance of business planning. 3. Analyse different ways of setting up and owning a business. 4. Select appropriate aims and objectives. 5. Analyse the different levels of influence stakeholders have on business. 6. Understand different methods of business growth. <p>Marketing -</p> <ol style="list-style-type: none"> 7. Analyse primary and secondary research methods. 8. Understand how appropriate methods and sources of market research are used for different business purposes. 9. Understand the use of segmentation to target customers. 10. Understand the importance of the product life cycle to a business. 11. Understand the importance of selecting the appropriate pricing strategy for a business. 12. Understand the importance of selecting the appropriate channel of distribution for a business. 13. Understand the importance of selecting the appropriate promotional strategy for a business. 14. Understand how the 4 P's of marketing work together to implement business decisions. <p>Spring term Human Resources -</p> <ol style="list-style-type: none"> 15. Understand the role of Human Resources. 16. Analyse different organisational structures. 17. Explain reasons why businesses have different organisational structures. 18. Understand the reasons why businesses recruit. 19. Explain the difference between a job description and person specification. 20. Select an appropriate method of advertising a job vacancy. 21. Decide upon the most appropriate method of selection. 22. Describe the recruitment and selection process. 23. Select an appropriate recruitment and selection process for a business context. 	<ul style="list-style-type: none"> • The full specification for OCR GCSE Business Studies can be found at: - https://www.ocr.org.uk/qualifications/gcse/business-j204-from-2017/ • Past Papers and Mark Schemes can be found at: - https://www.ocr.org.uk/qualifications/gcse/business-j204-from-2017/assessment/ • Useful websites include: https://www.twoteachers.co.uk/ (registration is required to use this website). Short videos of topic areas are included. • https://www.bbc.co.uk/bitesize/examspecs/zhrphbk - Various activities for students to complete are included on the website. Students must select the OCR activities. • A revision guide is also available to purchase from the school shop online. • Any conversations you can have with your child about the business world would be gratefully appreciated. Discussing your own experience at work or why you purchase particular goods and services would add value to your child's learning outside the classroom. Key topic areas studies so far have been business ownership, business planning and marketing. • Please also encourage them to keep up to date with relevant business news by using a News App.

	<p>24. Understand the advantages and disadvantages of internal and external recruitment.</p> <p>Summer term</p> <p>Human Resources -</p> <p>25. Describe the importance of motivation in the workplace.</p> <p>26. Describe the non-financial methods of motivation.</p> <p>27. Select the most appropriate methods of non-financial means of motivation.</p> <p>28. Describe the financial methods of motivation.</p> <p>29. Select the most appropriate methods of financial means of motivation.</p> <p>30. Explain the importance of staff retention.</p> <p>31. Describe the importance of staff training.</p> <p>32. Describe the difference between on-the-job and off-the-job training techniques.</p> <p>33. Decide the most appropriate form of staff training for a business context.</p> <p>34. Explain the different employment laws impacting businesses.</p> <p>35. Explain how employment laws impact business operation.</p>	
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