The Fisher Way: Curriculum

The Fisher Way aims to educate and inspire with joy, faith and love because we are an inclusive Catholic community.

Successful and resilient learners who aspire to and achieve excellence

Confident individuals who can explore and communicate effectively

Responsible citizens who are active, loving and wise in all their endeavours

Subject	OCR Business and Enterprise
Year Group	Year 10
Intent	Successful and resilient learners: The OCR GCSE (9-1) Business course develops students into being enterprising learners with the ability to think commercially.

	Confident individuals: Develops students to become effective and independent learners , as well as being critical and reflective thinkers with enquiring minds Responsible citizens: Creates students that are able to investigate and analyse real business opportunities and issues and can construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business.
Narrative	*Students begin their learning journey for Business in year 10. All students will go through paper 1 content in year 10. This gives them the core foundations and essential knowledge of business concepts.* *Topic 1 – Business Activity* *Students explore why businesses start, how entrepreneurs identify business opportunities and the risks and rewards involved in running a business. They learn about business planning and how a business plan can help a business succeed, different forms of business ownership, including sole traders and limited companies, and the aims and objectives businesses set themselves. Students also investigate the role of stakeholders, how businesses grow and the factors that influence business decisions as they develop.* *Topic 2 – Marketing*

	Students explore the purpose of marketing and how businesses identify, understand and satisfy customer needs. They learn about market research, including primary and secondary research methods, and how businesses use qualitative and quantitative data to make informed decisions. Students also study market segmentation and how businesses target specific customer groups based on factors such as age, gender, income, location and lifestyle. Finally, they examine the marketing mix (the four Ps: product, price, place and promotion) and how businesses use these elements to attract customers, increase sales and compete effectively. *Topic 3 – People* *Students investigate the role of human resources (HR) in managing and supporting employees within a business. They learn about organisational structures, including tall and flat structures, different ways of working and the importance of effective communication. Students also explore recruitment and selection, including job descriptions, person specifications and methods of selecting suitable employees. In addition, they study how businesses motivate and retain staff, the importance of training and development, and how employment law protects employees and influences business decisions.*					
Half term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Knowledge (topics studied)	Business Activity (Topic 1)	Business Activity (Topic 1)	Marketing (Topic 2)	Marketing (Topic 2)	People (Topic 3)	People (Topic 3)
Key skills	What is a Business? Types of Business Ownership Business Growth	Business Growth Stakeholders Aims and Objectives	Introduction to Marketing Market Research Market Segmentation	Marketing Mix Use of Market Data Interpretation of Market Data	Role of HR Communication Recruitment and Selection Motivation	Training Employment Law
Careers & Cultural capital	• Understanding the key features of a business • Able to confidently explain the	• Understand what methods a business can use to grow (internal and external)	• To understand the role that the marketing department has for a business. • To be able to explain what is meant by the	• To understand the price strategies a business can use. • To understand how a	• To understand the role that HR has on business success. • To understand how a	• To understand the training methods that a business can use when

	advantages and disadvantages of a variety of business ownership forms	• To understand the role of stakeholders in a business and be able to explain their needs and how businesses. • To understand how	term primary and secondary research. • To understand what is meant by the term segmentation and how it can help a business to target their customers.	business can promote themselves to their customers. • To understand how a business can develop their products to meet customer needs. • To understand how businesses use marketing data and how it helps decision making.	business can communicate to its staff and understand its appropriateness to situations. To understanding how a business can recruit and process they go through in selecting their employees. • Understand how a business can motivate its staff and understand the benefits of a well-motivated workforce.	training their staff. • To understand how changes in employment legislation can impact a business operations

Assessment	Introduction of Multiple-Choice Questions and 2 Mark exam explain question approach. Halfway Topic 1 Assessment.	Refining of Multiple-Choice Questions and 2 Mark exam explain question approach. Introduction of 3 mark analyse questions. Full topic 1 Assessment	Refining of 3 mark analyse questions. Introduction of Case Study focused questions. Halfway Topic 2 Assessment	Refining of Case Study focused questions. Full Topic 2 Assessment	Introduction of 6 mark- Analyse Questions Halfway Topic 3 Assessment	Refinement of 6 mark- Analyse Questions Full Topic 3 Assessment Paper 1 Mock Examination