**GCSE Business Studies Curriculum Overview**

**Year 10**

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| **Subject and Year Group**  | **Autumn** **Year 10**  | **Autumn 2** **Year 10**  | **Spring 1** **Year 10**  | **Spring 2** **Year 10**  | **Summer 1** **Year 10**  | **Summer 2** **Year 10**  |
| **Topic/Unit to be studied**  | **Topic 1: Business Activity** **Topic 2: Marketing**   | **Topic 2: Marketing (cont)** **Topic 3: Human Resources**   | **Topic 3: People** **Topic 4 Operations**   |
| **Core Knowledge and skills**  | Topic 1: Business Activity  Topic 2: Introduction to Marketing  The role of business enterprise and entrepreneurship Business planning Business ownership Business aims and objectives Stakeholders in business Business growth The role of marketing Market research Market segmentation   | Topic 2: Marketing:  Market segmentation The Marketing mix  Promotion  Place Marketing Mix integration  Topic 3 : People  The role of human resources Organisational structures and different ways of working Communication Recruitment and Selection Motivation and retention Training and development   | Topic 3 : People Employment Law   Topic 4 Operations  Production processes Quality of goods and services The sales process and customer service  Revision for End of Year Summative Assessment  |
| **Assessment**  | **Summative:** Topic 1 Business Activity Topic Test (Learning Cycle 1) October 2021  **Formative:** Entrepreneur Presentation and Business Plans  | **Summative:** Topic 2 Marketing and Business Activity Assessment (Learning Cycle 2) January 2022  **Formative:** MCQ assessment  Marketing Mix – Activity / Presentation  | **Summative:** Topic 2 People End of Topic Test at the end of the Spring term (Learning Cycle 3) April 2022 **Summative:** End of Year Assessment Business Activity, Marketing and People (Learning Cycle 4) May 2022 **Formative:** Recruitment and Selection / Interview assessment (peer assessment)  |

**Year 11**

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| **Subject and Year Group**  | **Autumn** **Year 11**  | **Autumn 2** **Year 11**  | **Spring 1** **Year 11**  | **Spring 2** **Year 11**  | **Summer 1** **Year 11**  | **Summer 2** **Year 11**  |
| **Topic/Unit to be studied**  | **Topic 4: Operations** **Topic 6: Influences on business**    | **Topic 5: Finance** **Topic 7: The interdependent nature of business**   | **Revision**   |
| **Core Knowledge and skills**  | Topic 4: Operations Production processes Quality of goods and services The sales process and customer service Consumer law Business location Working with suppliers  Topic 6: Influences on business Ethical and environmental considerations The economic climate Globalisation  | Topic 5: Finance The role of the finance function Sources of finance Revenue, costs, profit and loss Average Rate of Return   Topic 7: The interdependent nature of business How these interdependencies underpin business decision making  | All of Topics 1 to 7 as mentioned above Utilising e-books and a range of revision material to develop students exam technique.   |
| **Assessment (How do we know if pupils have learnt what we’ve taught them?5)**   | **Summative:** Topic 1-3 Summative assessment (delay from summer in 2021) **Formative:** In classexam questions on operations management **Summative:** Topic 4 Operations retrieval practice (teacher assessment)  | **Summative:** Mock exam to cover elements of paper 1 and 2 (January 2022) **Formative:** MCQS assessment **Summative:** Topic 5 Finance based assessment on all the key financial documents.   | **Summative:** Summative assessment: Paper 2 Mock Exam at the beginning of the Summer term April 2022   |