

## GCSE Business Studies Curriculum Overview

### Year 10

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
<b>Topic/Unit to be studied</b>	<b>Topic 1: Business Activity</b> <b>Topic 2: Marketing</b>		<b>Topic 2: Marketing (cont)</b> <b>Topic 3: Human Resources</b>		<b>Topic 3: People</b> <b>Topic 4 Operations</b>	
<b>Core Knowledge and skills</b>	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	
<b>Assessment</b>	<b>Summative:</b> Topic 1 Business Activity Topic Test (Learning Cycle 1) October 2022  <b>Formative:</b> Entrepreneur Presentation and Business Plans		<b>Summative:</b> Topic 2 Marketing and Business Activity Assessment (Learning Cycle 2) January 2023  <b>Formative:</b> MCQ assessment Marketing Mix – Activity / Presentation		<b>Summative:</b> Topic 2 People End of Topic Test at the end of the Spring term (Learning Cycle 3) April 2023 <b>Summative:</b> End of Year Assessment Business Activity, Marketing and People (Learning Cycle 4) May 2023 <b>Formative:</b> Recruitment and Selection / Interview assessment (peer assessment)	

## Year 11

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
<b>Topic/Unit to be studied</b>	<b>Topic 4: Operations</b> <b>Topic 6: Influences on business</b>		<b>Topic 5: Finance</b> <b>Topic 7: The interdependent nature of business</b>		<b>Revision</b>	
<b>Core Knowledge and skills</b>	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.	
<b>Assessment (How do we know if pupils have learnt what we've taught them?)</b>	<b>Formative:</b> In class exam questions on operations management Topic 4 Operations retrieval practice (teacher assessment) <b>Summative: LC1</b> – Mini Assessment on operations management (October 2022) <b>Summative:</b> Mock exam to cover elements of paper 1 and 2 (November 2022)		<b>Formative:</b> MCQS assessment <b>Summative:</b> Topic 5 Finance based assessment on all the key financial documents.		<b>Summative:</b> Summative assessment: Paper 2 Mock Exam at the beginning of the Summer term April 2023	