

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
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 2026 Formative: Entrepreneur Presentation and Business Plans		Summative: Topic 2 Marketing and Business Activity Assessment (Learning Cycle 2) January 2027 Formative: MCQ assessment Marketing Mix – Activity / Presentation		Summative: PPE Assessment Business Activity, Marketing and People (Learning Cycle 4) April 2027 Summative: Topic 4 Operations end of Topic Test at the end of the Spring term (Learning Cycle 3) July 2027 Formative: 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
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: PPE 3 Marketing, People and Operations October/November 2026 Formative: In class exam questions on operations management Summative: Topic 4 Operations retrieval practice (teacher assessment)		Formative: MCQS assessment Summative: LC2 Topic 5 Finance based assessment on all the key financial documents. Summative: PPE 3 to cover elements of paper 1 and 2 (February 2027)		Summative: In class Summative assessment: Paper 2 Mock Exam - March / April 2027	