



Curriculum Map – GCSE Business Year 10

	Topic	Key Knowledge <i>What will all students KNOW by the end of the topic?</i>	Key Skills <i>What key skills will be learnt/developed by the end of the topic? What will all students be able to DO by the end of the topic?</i>	Assessment Opportunities <i>What are the key pieces of assessment? How will students be assessed?</i>
Autumn Sept – Dec	<p>1.1 The role of business enterprise and entrepreneurship</p> <p>1.2 Business planning</p> <p>5.3 Revenue, costs, profit and loss</p>	<ul style="list-style-type: none"> • Be able to identify why businesses exist and the characteristics of an entrepreneur. • The purpose of business activity and enterprise • Risks and rewards • Identify the component parts of a business plan • Understand the importance of a business plan • Understand the meaning of revenue, cost, profit and loss in a business context. • Identify different costs • Calculate profit/loss 	<ul style="list-style-type: none"> • Demonstrate knowledge and understanding business terms. • Be able to evaluate the merits of risk and reward • Be able to explain why certain parts of a business plan are important • Be able to evaluate whether a given business plan is suitable for use • Develop the ability to calculate costs, profit and loss. • Be able to explain the importance of revenue to a business. 	<p>1 x Homework a week</p> <p>MCQ – Quizzes</p> <p>Key term/concept consolidation</p> <p>Exam Questions / Now test yourself questions in revision book.</p> <p>Complete at least one in class assessment during</p>

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	<p>2.1 The role of marketing</p> <p>2.2 Market research</p> <p>2.3 Market Segmentation</p>	<ul style="list-style-type: none"> • The purpose of marketing within business • The purpose of market research • Primary and Secondary research sources • Qualitative and quantitative data in market research • The use of segmentation to target customers 	<ul style="list-style-type: none"> • Be able to explain what marketing is and its purpose, • Be able to explain the factors which influence how a business chooses to market its product. • Be able to explain the advantages and disadvantages of different research methods. • Be able to make justified recommendations as to which method is suitable in a particular situation. • Interpret quantitative and qualitative research • Be able to identify the methods of segmentation • Be able to analyse and evaluate the suitability of products for different market segments. 	<p>1 x Homework a week</p> <p>MCQ – Quizzes</p> <p>Key term/concept consolidation</p> <p>Exam Questions / Now test yourself questions in revision book.</p> <p>Whole school assessment - , either an extended piece of writing and/or exam style questions.</p>

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<p>Spring Jan – Easter</p>	<p>2.4 The marketing mix</p>	<ul style="list-style-type: none"> ● The four Ps of the marketing mix and their importance <ul style="list-style-type: none"> ○ The product ○ The product - stages of the product life cycle ○ Pricing methods ○ Promotion - point of sale ○ Promotion – advertising ○ Place - distribution of products and services ● How the four Ps of the marketing mix work together ● The use of the marketing mix to inform and implement business decisions ● Interpretation of market data 	<ul style="list-style-type: none"> ● Be able to identify the different parts of the marketing mix. ● Evaluate when each of the pricing methods is useful. ● Be able to explain and evaluate the methods used for point-of-sale promotion and advertising. ● Be able to explain the difference between physical and digital distribution. ● Evaluate the use of marketing mix to inform and implement business decisions. 	<p>1 x Homework a week</p> <p>MCQ – Quizzes</p> <p>Key term/concept consolidation Exam Questions / Now test yourself questions in revision book.</p> <p>Whole school assessment - , either an extended piece of writing and/or exam style questions.</p>
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	<p>3.1 The role of human resources</p> <p>3.2 Organisational structures and different ways of working</p> <p>3.3 Communication in business</p> <p>3.4 Recruitment and selection</p>	<ul style="list-style-type: none"> • The purpose of human resources within business • Different organisational structures and terminology of organisation charts • Why businesses have different organisational structures • Ways of working • Ways of communicating in a business context • The importance of business communications • The influence of digital communication on business activity • Why businesses recruit • The use of different recruitment methods to meet different business needs • Methods of selection 	<ul style="list-style-type: none"> • Be able to state and explain the main influences on the human resource needs of a business. • Be able to define key terms and concepts • Be able to evaluate why business have different organisational structures • Evaluate the impact of changes in the ways in which people work on businesses and on workers. • Be able to recommend the best method of communication to use for different situations • Analyse the benefits to businesses of using digital communications • Be able to analyse why businesses need to recruit • Analyse when to use internal or external recruitment • Identify and explain the different methods of selection 	<p>1 x Homework a week</p> <p>MCQ – Quizzes</p> <p>Key term/concept consolidation Exam Questions / Now test yourself questions in revision book.</p> <p>Complete at least one in class assessment during the half term at an appropriate point, either an extended piece of writing or exam style questions.</p>
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<p>Summer Easter – July</p>	<p>3.5 Motivation and retention</p> <p>3.6 Training and development</p> <p>3.7 Employment law</p>	<ul style="list-style-type: none"> Financial and Non-financial methods of motivation The importance of employee motivation and retention Different training methods Why businesses train their workers Staff development The benefits to employees and businesses of staff development The impact of current legislation on recruitment and employment 	<ul style="list-style-type: none"> Be able to explain the importance of motivation and the different methods Be able to analyse the cost and benefits of motivation Evaluate why business train their workers and the use of different training methods. Analyse and evaluate the benefits of staff development to businesses and to employees. Be able to explain the main laws that protect workers. Analyse the benefits and costs of employment laws. 	<p>1 x Homework a week</p> <p>MCQ – Quizzes</p> <p>Key term/concept consolidation</p> <p>Exam Questions / Now test yourself questions in revision book.</p> <p>Whole school assessment - , either an extended piece of writing or exam style questions.</p>
	<p>4.1 Production processes</p> <p>4.2 Quality of goods and services</p>	<ul style="list-style-type: none"> Different production processes and their impact on businesses <p>The influence of technology on production and the impact on businesses</p> <ul style="list-style-type: none"> The concept of quality Methods of ensuring quality 	<ul style="list-style-type: none"> Evaluate when different production processes are appropriate. Evaluate the impact on business of the use of technology in production processes. Be able to explain quality control and quality assurance. Evaluate the methods of ensuring quality. 	<p>1 x Homework a week</p> <p>MCQ – Quizzes</p> <p>Key term/concept consolidation</p> <p>Exam Questions / Now test yourself questions in revision book.</p> <p>Complete at least one in class assessment during the half term at an</p>

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		The important of quality in both the production of products and the provision of services		appropriate point, either an extended piece of writing or exam style questions.
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