Year 10 Curriculum Overview: OCR GCSE (9-1) Business

MEADOW PARK SCHOOL

Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Unit 1: Business Activity - 1.1 Role of enterprise & entrepreneurship - 1.2 Business planning - 1.3 Business ownership	**Unit 1 continued** - 1.4 Aims & objectives - 1.5 Stakeholders - 1.6 Business growth	**Unit 2: Marketing** - 2.1 Role of marketing - 2.2 Market research	**Unit 2 continued** - 2.3 Market segmentation - 2.4 Marketing mix	**Unit 3: People** - 3.1 Role of HR - 3.2 Organisational structures - 3.3 Communication - 3.4 Recruitment	**Unit 3 continued** - 3.5 Motivation & retention - 3.6 Training & development - 3.7 Employment law

Assessment	Key Concepts/ Skills	Reading
- Baseline assessment + short knowledge quizzes - Exam Practice and Case Study questions through out every topic - End of Unit Tests - End of Year mock (Paper 1 exam)	- Understanding business purpose, entrepreneurship, business planning - Business objectives, stakeholder influence, growth strategies - Purpose of marketing and gathering market data - Target markets and marketing mix decisions - Human resource management and organisational structure - Staff motivation, training, employment law, exam technique	BUG the question - GCSE Business textbook/BBC Bitesize Business - Case studies on different topics - Case study analysis - Articles on marketing campaigns - Revision guides / practice questions

Enrichment	Careers	Useful resources and revision
- Enterprise activity or start-up challenge - Create a marketing campaign project - Market research survey task	- Entrepreneur, small business owner - Business management - Marketing executive, market researcher - Advertising and branding roles - Human resource manager - Business leadership careers	- BBC Bitesize Business, Seneca Learning - OCR past paper questions - Case studies - Seneca + flashcards - TwoTeachers YouTube, revision guides - OCR past papers + exam practice - Keywords from each topic