

GCSE Business Studies:

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 3: People	
Core Knowledge and skills	Topic 1: Business Activity <ul style="list-style-type: none"> • The role of business enterprise and entrepreneurship • Business planning • Business ownership • Business aims and objectives • Stakeholders in business • Business growth 		Topic 2: Marketing: <ul style="list-style-type: none"> • The role of marketing • Market research • Market segmentation • The Marketing mix 		Topic 3: People <ul style="list-style-type: none"> • The role of human resources • Organisational structures and different ways of working • Communication in business • Recruitment and selection • Motivation and retention • Training and development • Employment law (Start Year 11 Paper 2 work – Topic 4 Operations before the end of the Summer term)	
Assessment	Summative: Topic 1 Business Activity end of topic test at the end of the Autumn term Formative: Business Plan presentation assessment (peer assessment) Stakeholders creative piece assessment		Summative: Topic 2 Marketing end of topic test at the end of the Spring term Formative: MCQ assessment Marketing Mix – Creative chocolate assessment		Summative: Topic 3 People end of topic test at the end of the Summer term Formative: Recruitment and Selection / Interview assessment (peer assessment) Summative assessment: Paper 1 mock exam at the end of the Summer term	