

Key Stage 4 – Year 10 Business GCSE (OCR)  
2021-2022 Curriculum Map for Students

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topic Overview	<b>PAPER 1 Unit 1 Business Activity</b>	<b>PAPER 1 Unit 1 Business Activity</b>	<b>PAPER 1 Unit 2 Marketing</b>	<b>PAPER 1 Unit 2 Marketing</b>	<b>PAPER 1 Unit 3 People</b>	<b>PAPER 1 Unit 3 People</b>
Focus	1.1 - The role of business enterprise and entrepreneurship 1.2 - Business planning 1.3 - Business ownership	1.4 - Business aims and objectives 1.5 - Stakeholders in business 1.6 - Business Growth	2.1 - The role of Marketing 2.2 - Market research 2.3 – Market segmentation	2.4 - The Marketing mix 2.4.1 – Price 2.4.2 – Product 2.4.3 – Place 2.4.4 - Promotion	3.1 - The role of human Resources 3.2 - Organisational structures and different ways of working 3.3 - Communication in Business 3.4 - Recruitment and selection	3.5 - Motivation and Retention 3.6 - Training and Development 3.7 - Employment Law
Assessment	Exam style questions at the end of each topic.	Exam style questions at the end of each topic. Check-in test at the end of the unit.	Exam style questions at the end of each topic.	Exam style questions at the end of each topic. Check-in test at the end of the unit.	Exam style questions at the end of each topic. .	Exam style questions at the end of each topic. Check-in test at the end of the unit.  End of year 10 exam