

Curriculum Assessment Map: Year 10 Business



	Autumn Term	Spring Term	Summer Term
Topic	Unit 1 Business Activity	Unit 2 Marketing	Unit 3 People
Key Learning & Skills	<p>Unit 1 offers pupils valuable learning opportunities and skills development. Throughout this unit, students will acquire a comprehensive understanding of the fundamental concepts and principles that drive business activity.</p> <p>Pupils will:</p> <ul style="list-style-type: none"> • Understand the purpose of business activity and enterprise • Explain the characteristics of an entrepreneur • Explain the concept of risk and reward • Identify the purpose of planning business activity • Explain the role, importance, and usefulness of a business plan • Understand the concept of revenue, costs and profit and loss in business and their importance in business decision-making • Identify The different costs in operating a business • Calculate of costs and revenue • Calculate profit/loss • Explain the features of different types of business ownership 	<p>Unit 2 of the OCR GCSE Business curriculum provides pupils with essential learning opportunities and skills development in the field of marketing. Throughout this unit, students will gain a deep understanding of marketing principles and strategies used by businesses to promote their products and services. Alongside theoretical knowledge, pupils will also develop practical skills critical for success in the marketing industry.</p> <p>Pupils will:</p> <ul style="list-style-type: none"> • Understand the purpose of marketing within business • Explain the purpose of market research • Identify primary research methods • Identify secondary research sources • Explain how appropriate different methods and sources of market research are for different business purposes • Use and interpret qualitative and quantitative data in market research • Explain the use of segmentation to target customers • Understand 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 	<p>Unit 3 offers valuable learning opportunities and skills development around people management. Throughout this unit, students will gain an in-depth understanding of the importance of human resources in a business context. Alongside theoretical knowledge, students will develop practical skills essential for managing people effectively. These skills include teamwork, communication, problem-solving, leadership, and an understanding of diversity and equality in the workplace.</p> <p>Pupils will:</p> <ul style="list-style-type: none"> • Understand the purpose of human resources within business • Explain different types of organisational structures • Understand the terminology of organisation charts • Explain why businesses have different organisational structures • Understand the different ways of working • Identify different ways of communicating in a business context • Explain the importance of business communications • Understand the influence of digital communication on business activity • Understand why businesses recruit • Understand the use of different recruitment methods to meet different business needs

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- Understand the concept of limited liability
- Explain the suitability of differing types of ownership in different business contexts
- Identify the aims and objectives of business
- Explain how and why objectives might change as businesses evolve
- Explain why different businesses may have different objectives
- Identify the roles and objectives of internal and external stakeholder groups
- Explain the effect business activity has on stakeholders
- Explain the effect stakeholders have on business
- Understand and analyse different examples organic growth and external growth

- Promotion – advertising
- Place - distribution of products and services
- Explain how the four Ps of the marketing mix work together
- Analyse the use of the marketing mix to inform and implement business decisions
- Interpret market data

- Identify different methods of selection
- Identify different financial methods of motivation
- Identify non-financial methods of motivation
- Understand the importance of employee motivation
- Understand the importance of employee retention
- Identify different training methods
- Explain why businesses train their workers
- Understand the importance of staff development
- Understand the impact of current legislation on recruitment and employment

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End points	Written assessment	Written assessment	Written assessment
Informal (formative) Assessment	<ul style="list-style-type: none"> • Check in MCQ (also on shared drive) • Do now task • Quizzes • Group activities • Independent activities • GRIT tasks • Exam questions 	<ul style="list-style-type: none"> • Check in MCQ (also on shared drive) • Do now task • Quizzes • Group activities • Independent activities • GRIT tasks • Exam questions 	<ul style="list-style-type: none"> • Check in MCQ (also on shared drive) • Do now task • Quizzes • Group activities • Independent activities • GRIT tasks • Exam questions
Formal (summative) Assessment	<ul style="list-style-type: none"> • Unit 1 End of topic test (/30 marks) 	<ul style="list-style-type: none"> • Unit 2 End of topic test (/30 marks) 	<ul style="list-style-type: none"> • Unit 3 End of topic test (/30 marks) • Mock Exam

Curriculum encompassing literacy, careers and enrichment as well as interconnectivity with other subjects

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<p>Business activity</p> <ul style="list-style-type: none">1.1 The role of business enterprise and entrepreneurship1.2 Business planning1.3 Business ownership1.4 Business aims and objectives1.5 Stakeholders in business1.6 Business growth	<p>4. Operations</p> <ul style="list-style-type: none">4.1 Production processes4.2 Quality of goods and services4.3 The sales process and customer service4.4 Consumer law4.5 Business location4.6 Working with suppliers
<p>2. Marketing</p> <ul style="list-style-type: none">2.1 The role of marketing2.2 Market research2.3 Market segmentation2.4 The marketing mix	<p>5. Finance</p> <ul style="list-style-type: none">5.1 The role of the finance function5.2 Sources of finance5.3 Revenue, costs, profit and loss5.4 Break-even
<p>3. People</p> <ul style="list-style-type: none">3.1 The role of human resources3.2 Organisational structures and different ways of working3.3 Communication in business3.4 Recruitment and selection3.5 Motivation and retention3.6 Training and development3.7 Employment law	<p>6. Influences on business</p> <ul style="list-style-type: none">6.1 Ethical and environmental considerations6.2 The economic climate6.3 Globalisation

Curriculum Assessment Map: Year 11 Business

	Autumn Term	Spring Term	Summer Term
Topic	Unit 4 Operations	Unit 5 Finance	Unit 6 External Influences
Key Learning & Skills	<p>The Operations Unit 4 of the OCR GCSE Business curriculum provides Year 10 pupils with valuable learning opportunities and skills development in the field of business operations. Throughout this unit, students will develop a comprehensive understanding of the processes and systems involved in delivering products and services within a business. Alongside theoretical knowledge, students will develop practical skills essential for effective operations management. These skills include problem-solving, critical thinking, data analysis, decision-making, and an understanding of the importance of continuous improvement.</p> <p><u>Pupils will:</u></p> <ul style="list-style-type: none"> • Explain different production processes and their impact on businesses • Understand the influence of technology on production and the impact on businesses • Understand the concept of quality 	<p>This unit equips pupils with the knowledge and skills required to understand and manage financial aspects within a business context. They will learn how to interpret and analyse financial data, make informed financial decisions, and assess the financial health of a business. Through engaging activities, case studies, and practical exercises, students will develop critical skills such as numeracy, financial literacy, problem-solving, and decision-making. By the end of the Finance Unit, pupils will have a solid foundation in financial management, enabling them to navigate the world of business with confidence and contribute effectively to financial decision-making processes.</p> <p><u>Pupils will:</u></p> <ul style="list-style-type: none"> • Understand the purpose of the finance function • Explain the influence of the finance function on business activity • Explain the reasons businesses need finance • Identify ways of raising finance • Explain how and why different sources of finance are suitable for new and established businesses • Understand the concept of revenue, costs and profit and loss in business and their importance in business decision-making 	<p>This unit provides pupils with a comprehensive understanding of the external factors that can impact businesses and their operations. They will develop an awareness of how these influences can affect business decision-making, strategy development, and overall performance. Additionally, students will learn how businesses can respond and adapt to changes in the external environment to maintain a competitive edge. Pupils will develop skills in identifying and evaluating the impacts of external influences, strategic thinking, problem-solving, and adaptability. By the end of Unit 6, students will be equipped with the knowledge and skills necessary to navigate and respond effectively to the dynamic external environment in which businesses operate.</p> <p><u>Pupils will:</u></p> <ul style="list-style-type: none"> • Understand ethical considerations and their impact on businesses • Evaluate environmental considerations and their impact on businesses • The economic climate and its impact on businesses • The concept of globalisation • The impact of globalisation on businesses

Curriculum Assessment Map: Year 11 Business

	<ul style="list-style-type: none"> Identify methods of ensuring quality Explain the importance of quality in both the production of products and the provision of services Identify different methods of selling Understand their fluence. The influence of e-commerce on business activity Analyse the importance to a business of good customer service including after-sales service Explain the contribution of product knowledge and customer engagement to good customer service Evaluate impact of consumer law on businesses Evaluate the factors that influence business location Explain the role of procurement Analyse the impact of logistical and supply decision on businesses 	<ul style="list-style-type: none"> Identify the different costs in operating a business Calculate of costs and revenue Calculate of profit/loss Calculate and interpretation of profitability ratios Calculate and interpretation of average rate of return Explain the importance of cash to a business Understand the difference between cash and profit Explain usefulness of cash flow forecasting to a business Complete cash flow forecasts 	
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	<ul style="list-style-type: none"> • Exam questions 	<ul style="list-style-type: none"> • Exam questions 	<ul style="list-style-type: none"> • Exam questions
Formal (summative) Assessment	Unit 4 End of topic <ul style="list-style-type: none"> • Test (/30 marks) • Mock Exam 	<ul style="list-style-type: none"> • Unit 5 End of topic test (/30 marks) • Mock Exam 	<ul style="list-style-type: none"> • Unit 6 End of topic test (/30 marks) • Real Exam

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