

Year 10 GCSE OCR Business 2025/26

Autumn First half term	Autumn Second Half term	Spring First half term	Spring Second Half term	Summer First half term	Summer Second Half term
<p>Topic / Key Question: 1. Business Activity:</p> <p>1.1 - The role of business enterprise and entrepreneurship</p> <ul style="list-style-type: none"> • The purpose of business activity and enterprise • Characteristics of an entrepreneur • The concept of risk and reward <p>1.2 - Business Planning</p> <ul style="list-style-type: none"> • The purpose of planning business activity • The role, importance and usefulness of a business plan <p>1.3 - Business Ownership</p> <ul style="list-style-type: none"> • The features of different types of business ownership • The concept of limited liability • The suitability of differing types of ownership in different business context 	<p>Topic / Key Question: 1. Business Activity:</p> <p>1.4 - Business aim and objectives</p> <ul style="list-style-type: none"> • The aims and objectives of business • How and why objectives might change as businesses evolve • Why different businesses may have different objectives <p>1.5 - Stakeholders in business</p> <ul style="list-style-type: none"> • The roles and objectives of internal and external stakeholder groups • The effect business activity has on stakeholders • The effect stakeholders have on business <p>1.6 Business Growth</p> <ul style="list-style-type: none"> • Organic growth • External growth 	<p>Topic / Key Question: 2. Marketing</p> <p>2.1 - The role of marketing</p> <ul style="list-style-type: none"> • The purpose of marketing within business <p>2.2 - Market research</p> <ul style="list-style-type: none"> • The purpose of market research • Primary research methods • Secondary research sources • How appropriate different methods and sources of market research are for different business purposes • The use and interpretation of qualitative and quantitative data in market research 	<p>Topic / Key Question: 2. Marketing</p> <p>2.3 - Market segmentation</p> <ul style="list-style-type: none"> • The use of segmentation to target customers <p>2.4 - The Marketing Mix</p> <ul style="list-style-type: none"> • The 'four Ps' of the marketing mix and their importance • Product 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 	<p>Topic / Key Question: 3. People</p> <p>3.1 - The role of human resources</p> <ul style="list-style-type: none"> • The purpose of human resources in business <p>3.2 - Organisational structures and different ways of working</p> <ul style="list-style-type: none"> • Different organisational structures • The terminology of organisation charts • Why businesses have different organisational structures • Ways of working <p>3.3 Communication in business</p> <ul style="list-style-type: none"> • Ways of communicating in a business context • The importance of business 	<p>Topic / Key Question: 3. People</p> <p>3.4 - Recruitment and selection</p> <ul style="list-style-type: none"> • Why businesses recruit • The use of different methods to meet different business needs • Methods of selection <p>3.5 Motivation and retention</p> <ul style="list-style-type: none"> • Financial methods of motivation • non-financial methods of motivation • The importance of employee motivation • The importance of employee retention <p>3.6 Training and development</p> <ul style="list-style-type: none"> • Different training methods

			<ul style="list-style-type: none"> • Interpretation of market data 	<ul style="list-style-type: none"> communications • The influence of digital communication on business activity 	<ul style="list-style-type: none"> • Why businesses train their workers • Staff development • The benefits to employees and businesses of staff development <p>3.7 Employment law</p> <ul style="list-style-type: none"> • The impact of current legislation on recruitment and employment
Autumn Term – centrally planned, standardised and teacher marked piece(s) of work Business Ownership	Spring Term – centrally planned, standardised and teacher marked piece(s) of work MCQ's - Home learning Marketing Mix	Summer Term – centrally planned, standardised and teacher marked piece(s) of work MCQ – Home learning Motivation			
End of term assessment to cover: Topic 1:	End of term assessment to cover: Topic 2	End of year assessment to cover: Topic 1 - 3	End of year assessment to cover: Mock Exam paper 1		