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
Topic / Key Question: **1. Business Activity:** **1.1 - The role of business enterprise and entrepreneurship** •The purpose of business activity and enterprise •Characteristics of an entrepreneur •The concept of risk and reward **1.2 - Business Planning** • The purpose of planning business activity • The role, importance and usefulness of a business plan **1.3 - Business Ownership** • The features of different types of business ownership • The concept of limited liability • The suitability of differing types of ownership in different business context	**Topic / Key Question:** **1. Business Activity:** **1.4 - Business aim and objectives** • The aims and objectives of business • How and why objectives might change as businesses evolve • Why different businesses may have different objectives **1.5 - Stakeholders in business** • The roles and objectives of internal and external stakeholder groups • The effect business activity has on stakeholders • The effect stakeholders have on business **1.6 Business Growth** • Organic growth • External growth	**Topic / Key Question:** **2. Marketing** **2.1 -The role of marketing** • The purpose of marketing within business **2.2 - Market research** • 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	Topic / Key Question: **2. Marketing** 2.3 - Market segmentation • The use of segmentation to target customers 2.4 - The Marketing Mix • 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	**Topic / Key Question:** **3. People** **3.1 - The role of human resources** • The purpose of human resources in business **3.2 - Organisational structures and different ways of working** • Different organisational structures •The terminology of organisation charts • Why businesses have different organisational structures •Ways of working **3.3 Communication in business** • Ways of communicating in a business context •The importance of business	**Topic / Key Question:** **3. People** **3.4 - Recruitment and selection** • Why businesses recruit • The use of different methods to meet different business needs • Methods of selection **3.5 Motivation and retention** • Financial methods of motivation • non-financial methods of motivation • The importance of employee motivation • The importance of employee retention **3.6 Training and development** •Different training methods

			• Interpretation of market data	communications • The influence of digital communication on business activity	• Why businesses train their workers • Staff development •The benefits to employees and businesses of staff development **3.7 Employment law** • 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