Parkside School Curriculum Map 2025/6

Applied: Business

Year 10: Paper 1 Business Activity, Marketing & People	
Purpose: The purpose of this year is to take learners on the complete journey of the entrepreneur. We move beyond simple theory to explore the lifecycle of a business - from the initial spark of an enterprising opportunity to the strategic complexities of managing a growing organisation. By focusing on **Business Activity**, **Marketing**, and **People**, students will discover not just *what* businesses do, but *how* they survive and thrive by connecting with customers and empowering their workforce.	**GCSE Assessment Objectives:** • **AO1:** To demonstrate knowledge & understanding of business concepts. • **AO2:** Apply knowledge & understanding to different contexts. • **AO3:** Analyse and evaluate business information & issues to demonstrate. understanding of business activity, make judgements and draw conclusions.

Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
Business Activity: *How do entrepreneurs turn ideas into reality?* **Overview of the knowledge and skills covered in this unit:** *Students will develop an understanding of:* • The characteristics of an entrepreneur • The concept of risk and reward • The purpose of business plans • How to identify markets & resources • The features of sole traders, partnerships, private (Ltd) and Public	**Business Activity:** *How do businesses measure success and secure growth?* **Overview of the knowledge and skills covered in this unit:** *Students will develop an understanding of:* • Aims and objectives • How aims and objectives change as businesses evolve • The roles/objectives of owners, employees, customers, suppliers, government & the local community • The effect of business on stakeholders and	**Marketing:** *How do businesses discover what customers really want?* **Overview of the knowledge and skills covered in this unit:** *Students will develop an understanding of:* • The role of marketing in identifying & understanding customers and how it can increase sales • The difference between primary and secondary market research • Primary research • Secondary research • Qualitative and	**Marketing:** *How do you persuade the right person to buy?* **Overview of the knowledge and skills covered in this unit:** *Students will develop an understanding of:* • How to segment a market • The marketing mix (price, product, place, promotion) *They will be able to:* • Explain how the 4Ps of the marketing mix work together	**People:** *How do you build and organise a winning team?* **Overview of the knowledge and skills covered in this unit:** *Students will develop an understanding of:* • The role of human resources including identifying and meeting human resource needs • Organisational structures • Different ways of working (full-time, part-time, flexible, remote & zero-hours) • Different methods of communication (digital v. traditional)	**People:** *How do you keep a workforce motivated and protected?* **Overview of the knowledge and skills covered in this unit:** *Students will develop an understanding of:* • How to motivate and retain employees including financial & non-financial rewards • Types of training and development • Key employment laws including the 2010 Equality Act and 1974 Health & Safety at Work Act

(PLC) companies • The concept of limited liability *They will be able to:* • Apply business concepts to familiar and unfamiliar contexts (e.g. choosing an ownership structure for a start-up) • Assess the suitability of ownership types for start-ups v. established businesses • Explain the interdependent nature of business activity (e.g. how ownership affects finance) **How will this be assessed?** • **AO1:** Key vocabulary / concept quizzes • **AO2:** State & Explain style questions • **AO3:** Recommend style questions (6 marks) • End of unit assessment	vice-versa • The difference between organic & external growth • The types of organic & external growth *They will be able to:* • Investigate, analyse and evaluate business opportunities and issues • Analyse how different business contexts (e.g. rapid growth) affect business decisions and stakeholder relationships **How will this be assessed?** • **AO1:** Key vocabulary / concept quizzes • **AO2:** Explain style questions (3 marks) • **AO3:** Analysis style questions (6 marks) • End of unit assessment	quantiative market research data *They will be able to:* • Interpret and apply market research data to inform decision making • Assess how appropriate different methods of market research are for different business purposes **How will this be assessed?** • **AO1:** Key vocabulary / concept quizzes • **AO2:** Calculations, Interpret style questions (3 marks) • **AO3:** Justify style questions (9 marks) • End of unit assessment	• Make justified decisions using both quantitative and qualitative data (e.g choosing a pricing strategy based on market data) **How will this be assessed?** • **AO1:** Key vocabulary / concept quizzes • **AO2:** Explain style questions (3 marks) • **AO3:** Evaluate style questions (9 marks) • End of unit assessment	• How businesses recruit • The key documents that form part of the recruitment process *They will be able to:* • Use business terminology to identify and explain business activity • Recommend recruitment methods to meet different business needs **How will this be assessed?** • **AO1:** Key vocabulary / concept quizzes • **AO2:** Calculations • **AO3:** Analysis style questions (6 marks) / Recommend style questions (9 marks) • End of unit assessment	• Employment contracts *They will be able to:* • Analyse the impact of motivation on business performance • Evaluate the costs and benefits of different training methods for a specific business scenario • Analyse why training employees is necessary • Analyse the consequences to a business of not adhering to employment law • Analyse the impact of legislation on business costs **How will this be assessed?** • **AO1:** Key vocabulary / concept quizzes • **AO2:** Explain style questions (3 marks) • **AO3:** Evaluate style questions (9 marks) • End of unit assessment / Year 10 Paper 1 Mock Exam