



Curriculum Plans – IGCSE Business Studies

Please find below a detailed outline of the curriculum covered in IGCSE Business Studies in Year 10.

Year 10

	Block 1	Block 2	Block 3	Block 4	Block 5	Block 6
	Understanding business activity - Business activity. - Classification of business.. - Enterprise, business growth and size.	Understanding business activity - Types of business organisation. - Business objectives and stakeholder objectives. People in business - Motivating workers.	People in business - Organisation and management - Recruitment, selection, and training of workers.	People in business - Internal and external communication Marketing - Marketing, competition and the customer. - Market research.	Marketing - Marketing mix: product and price. - Marketing mix: place and promotion.	Marketing - Marketing strategy Revision and exams
	Ongoing assessment	Ongoing assessment	Ongoing assessment	Ongoing assessment	Ongoing assessment	Internal exams