



# Curriculum Map 2021/2022

## YEAR 9 BUSINESS

The Year 9 Business Curriculum is designed to provide an insight into the Business world and develop the knowledge understanding and skills required to research, plan, pitch and review a business idea. The Summer term focuses on the content for the specific GCSE or BTEC option.

	Autumn 1a <b>Enterprise and Entrepreneurship</b>	Autumn 1b <b>Market Research</b>	Spring 2a <b>The options for start-ups and small businesses</b>	Spring 2b <b>Marketing Mix</b>	Summer 3a <b>Finance</b>	Summer 3b <b>BTEC into Year 10</b>	Summer 3b <b>GCSE into Year 10 Spotting a business opportunity</b>
<b>CONTENT</b>	<b>Enterprise and Entrepreneurship</b> <ul style="list-style-type: none"><li>• Goods and services and meeting customers need</li><li>• Adding value</li><li>• The role of Entrepreneurship</li><li>• The Dynamic nature of business</li><li>• How new ideas come about</li><li>• Risk and reward</li></ul>	<b>Market research</b> <ul style="list-style-type: none"><li>• Customer needs</li><li>• Market research – purpose</li><li>• Market research – methods primary and secondary</li><li>• The use of market research – qualitative and quantitative</li><li>• The role of social media and importance of reliability</li><li>• Market segmentation</li></ul>	<b>The options for start-ups and small businesses</b> <ul style="list-style-type: none"><li>• The concept of limited liability</li><li>• Introduction to Business Ownership –Sole traders, Partnerships, Private limited company and Franchises</li></ul>	<b>Marketing Mix</b> <ul style="list-style-type: none"><li>• Product</li><li>• Pricing strategies</li><li>• Promotion</li><li>• Place</li></ul>	<b>Finance:</b> <ul style="list-style-type: none"><li>• What is Revenue</li><li>• Types of costs</li><li>• What is profit and Loss how to calculate?</li><li>• What is Break Even and how to use the formulas</li><li>• Break Even graph</li></ul>	<b>Comp 1</b> <ul style="list-style-type: none"><li>• <b>1: Exploring Enterprises- Task 1 Enterprises: Success or failure? A1 What is an Enterprise?</b></li><li>• <b>A1 What is an Enterprise?</b></li><li>• <b>A2 Types and characteristics of SMEs</b></li><li>• <b>A3 The purpose of enterprises</b></li></ul>	<ul style="list-style-type: none"><li>• Understanding the competitive environment</li><li>• The importance of cash to a business</li><li>• Calculation and interpretation of cash-flow forecast</li><li>• Sources of finance for a start-up or established small business</li></ul>
<b>Skills</b>	Decision making, investigating and research, critical thinking, and literacy	Decision making, investigating and research, critical thinking, and literacy	Decision making, investigating and research, critical thinking, and literacy	Decision making, investigating and research, critical thinking, and literacy	Decision making, investigating and research, critical thinking, and numeracy	Decision making, investigating and research, critical thinking, and literacy	Decision making, data analysis, critical thinking, numeracy and literacy

<p>What is an enterprise what is the purpose of enterprise?</p> <p>What is an entrepreneur?</p> <p>Why new business ideas come about?</p> <p>How new business ideas come about?</p> <p>What is the impact of risk and reward?</p>	<p>What are customer needs?</p> <p>Why is it important to identify and understand customers' needs?</p> <p>What is the purpose of market research? What are the difference methods of market research? What are the advantages and disadvantages of primary research?</p> <p>What are the advantages and disadvantages of secondary research?</p> <p>Why is the reliability of market data important?</p>	<p>What is limited and unlimited liability?</p> <p>What impact can this have on an enterprise?</p> <p>What are the different types of ownerships for start-ups?</p> <p>What are the advantages and disadvantages of different types of ownerships?</p> <p>What is a Franchise?</p> <p>What are the advantages and disadvantages of starting-up and running a franchise?</p>	<p>What is the marketing mix? What are the features of a product?</p> <p>What are the different pricing strategies? Why is pricing important?</p> <p>What are the different promotional strategies?</p> <p>What can influence the choice of promotion?</p> <p>What is place? Why is location important?</p> <p>How does the product get to the customer?</p>	<p>What is revenue? How can this be calculated?</p> <p>What are fixed and variable costs? How can these be calculated?</p> <p>What is profit and loss?</p> <p>How can this be calculated?</p> <p>What is break even?</p> <p>How can it be calculated? Why does a start-up need to know break even? Can you create and interpret a break-even graph?</p>	<p>What is an enterprise what is the purpose of enterprise?</p> <p>What is an entrepreneur?</p> <p>What is the role of customer service in attracting new customers, securing repeat purchase, customer loyalty and an improved reputation?</p> <p>Why do some businesses fail?</p> <p>What is the impact of risk and reward?</p> <p>How does an enterprise manage competition?</p> <p>What is limited and unlimited liability?</p> <p>What impact can this have on an enterprise?</p> <p>What are the different types of ownerships for start-ups?</p> <p>What are the advantages and disadvantages of different types of ownerships?</p> <p>What is a Franchise?</p> <p>What are the advantages and disadvantages of starting-up and running a franchise?</p>	<p>What are the strengths and weaknesses of competitors? What impact can competition have on business decision making?</p> <p>Why is cash important to a business?</p> <p>Can you interpret the cash flow of a business?</p> <p>What sources of finance are available for a start-up or small business?</p> <p>What are the advantages and disadvantages of different sources of income?</p>
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<b>Assessment</b>	Knowledge retrieval quiz on <b>Enterprise and Entrepreneurship</b> . Written assessment, case study based on <b>Enterprise and Entrepreneurship</b> , which will require research and application of knowledge.	Knowledge retrieval quiz on Market research. Written assessment, case study based on Market research, which will require research and application of knowledge.	Knowledge retrieval quiz on <b>start-ups and small businesses</b> . Written assessment, case study based on <b>start-ups and small businesses</b> , which will require research and application of knowledge.	Knowledge retrieval quiz in the marketing mix. Written assessment, case study based on the marketing mix which will require research and application of knowledge.	Knowledge retrieval quiz Finance. Written assessment, case study based on Finance, which will require research and application of knowledge.	<b>A report that Compares the purpose, activities and aims of two contrasting local enterprises.</b>	Knowledge retrieval test on spotting a business opportunity using a case study.
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