

## St Mary's CE High School Curriculum Map 2022-23



### Subject: Business Year: 9

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2	Summer 2
	<b>Business Overview – Subway Challenge</b>	<b>Enterprise and Entrepreneurship</b>	<b>The options for start-ups and small businesses</b>	<b>Marketing Mix</b>	<b>Finance</b>	<b>BTEC into year 10</b>	<b>GCSE into year 10 Spotting a business opportunity</b>
<b>CONTENT</b>	<ul style="list-style-type: none"> <li>• Target market</li> <li>• Competition and Unique Selling Point</li> <li>• Market research</li> <li>• Costs and selling price</li> <li>• Marketing mix 4P's</li> <li>• Presentation skills</li> </ul>	<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>	<ul style="list-style-type: none"> <li>• <b>Trends in business</b></li> <li>• Introduction to Business Ownership –Sole traders, Partnerships, Private limited company and Franchises</li> <li>• The concept of limited liability</li> </ul>	<ul style="list-style-type: none"> <li>• Product</li> <li>• Pricing strategies</li> <li>• Promotion</li> <li>• Place</li> </ul>	<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>• The Dynamic Nature of Business</li> <li>• Risk and Reward</li> <li>• The role of business enterprise</li> <li>• Customer Needs</li> <li>• Market Research</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

St Mary's CE High School Curriculum Map 2022-23



Subject: Business  
Year: 9

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Key Questions</p>	<p>What is an enterprise what is the purpose of enterprise? What is an entrepreneur? Why new business ideas come about? How new business ideas come about? What is the impact of risk and reward?</p>	<p>What are customer needs? Why is it important to identify and understand customers' needs? What is the purpose of market research? What are the difference methods of market research? What are the advantages and disadvantages of primary research? What are the advantages and disadvantages of secondary research? Why is the reliability of market data important?</p>	<p>What is limited and unlimited liability? What impact can this have on an enterprise? What are the different types of ownerships for start-ups? What are the advantages and disadvantages of different types of ownerships? What is a Franchise? 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? What are the different pricing strategies? Why is pricing important? What are the different promotional strategies? What can influence the choice of promotion? What is place? Why is location important? How does the product get to the customer?</p>	<p>What is revenue? How can this be calculated? What are fixed and variable costs? How can these be calculated? What is profit and loss? How can this be calculated? What is break even? 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? What is an entrepreneur? What is the role of customer service in attracting new customers, securing repeat purchase, customer loyalty and an improved reputation? Why do some businesses fail? What is the impact of risk and reward? How does an enterprise manage competition? What is limited and unlimited liability? What impact can this have on an enterprise? What are the different types of ownerships for start-ups? What are the advantages and disadvantages of different types of ownerships? What is a Franchise? What are the advantages and disadvantages of starting-up and running a franchise?</p>	<p>How do new business ideas come about? What makes a good business idea? How to changes in trends impact businesses? What is a calculated risk? What is the impact of taking a risk? Why do entrepreneurs take risks? What is an entrepreneur? What are their characteristics? Why is it important a business understands customer needs? How do businesses add value? What methods of research do businesses carry out? Why is it important for businesses to carry out research?</p>
--	---	---	--	---	--	--	---

St Mary's CE High School Curriculum Map 2022-23



Subject: Business  
Year: 9

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Assessment</p>	<p>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.</p>	<p>Knowledge retrieval quiz on Market research. Written assessment, case study based on Market research, which will require research and application of knowledge.</p>	<p>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.</p>	<p>Knowledge retrieval quiz in the marketing mix. Written assessment, case study based on the marketing mix which will require research and application of knowledge.</p>	<p>Knowledge retrieval quiz in Finance. Written assessment, case study based on Finance, which will require research and application of knowledge.</p>	<p>A report that <b>Compares the purpose, activities and aims of two contrasting local enterprises</b>.</p>	<p>Knowledge retrieval test on spotting a business opportunity using a case study.</p>
---	--	--	--	---	--	---	--