

Year 9 Business Spring Overview

Spring Term curriculum

Students will begin the term by building on prior knowledge learnt last term about the economy. Previously students have looked at what the economy comprises of, how the government funds different public sector organisations and what taxation and inflation are. Students will delve further into the current UK economy and investigate how it has changed and will change over time. In keeping with current times, they will gain an understanding about how COVID-19 has had such a great impact on our economy.

After this, students will learn about the importance of market research and the two main strands of it. They will learn about different market research tools for both primary and secondary data collection and how and when they can be used effectively. Students will undertake their own market research and learn how to present, interpret and analyse their data fully. This module underpins essential knowledge required for the Key Stage 4 course and is examined in the exam at the end of the course.

Finally, students will learn about how the economy can affect market research and its impact on businesses and consumers.

By the end of the Spring term, students should be able to:

✓ Define and understand key terms such as economy, inflation, costs, public and private sector organisations.
✓ Understand the difference between primary and secondary market research.
✓ Select and justify the most appropriate market research tools for specific scenarios.
✓ Effectively conduct primary market research.
✓ Effectively conduct secondary market research
✓ Apply understanding of what advantages and disadvantages of primary and secondary research
✓ Accurately interpret results and market research data and demonstrate that they can represent it in a variety of graphs and charts.
✓ Explain how the economy can affect market research.

Assessment

Students will be assessed formatively through completion of homework as well as an end of module written assessment completed under exam conditions.

Useful websites to support and challenge learning

- Market research - <https://www.bbc.co.uk/bitesize/guides/z6y9rj6/revision/1>
- The UK economy - <https://www.bbc.co.uk/bitesize/guides/z332sg8/revision/1>
- Inflation - <https://www.oxnotes.com/gcse-economics.html>
- Seneca Homework - <https://www.senecalearning.com>
- Keeping up to date with the news is also very helpful.
- <https://www.bbc.co.uk/news> , <https://www.bbc.co.uk/newsround>