

Year 9 Business Summer Overview

Summer Term curriculum

Students will begin the term by building on prior knowledge learnt last term about the how to start up an effective franchise. Previously students have looked at different factors that can contribute to a business' success and failure. Students will delve further into formulating a basic business plan and investigating the importance of analysing the target market, location and products sold.

After this, students will revisit what market segmentation is in further detail and recap 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 begin their first piece of coursework. This task looks at undertaking 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.

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

✓ Analyse and understand the importance of location when setting up a franchise.
✓ Recognise what makes a successful product.
✓ Understand the different extension strategies to a product's life cycle to ensure it remains popular .
✓ 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.

Assessment

Students will be assessed formatively through starting their coursework task 1 as well as an end of year 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>
- 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>
- Enterprise and Marketing textbook, written by Tess Bayley.
<https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/textbooks/>