

Year 9 Business Summer Term Plan

By the end of the summer term, year 9 students will have covered some of the key concepts that underpin conducting and analyzing market research ready to begin the official KS4 course in year 10.

WEEK BEGINNING	WORK TO BE COMPLETED
20 th April	Review of market research conducted. Graphs of results and summary of findings
27 th April	Market research notes structured questions to help.
4 th May	Conducting Competitor research of 4 competitors
11 th May	Understanding Secondary research of local area e.g. ages in Ledbury, people working in different businesses.
18 th May	Discovering social trends and how they might affect your business
HALF TERM	
1st June	Presentation to be created about a business idea, summarizing all areas learnt so far.
8 th June	What is Market Segmentation? -R064 notes & activities.
15 th June	Why use market Market Segmentation? R064 notes & activities.
22 nd June	REVIEW of learning (concentrating on what will be revisited in Year 10/ 11 course.) <ul style="list-style-type: none"> • Location of Business • Types of Business
29 th June	REVIEW of learning <ul style="list-style-type: none"> • Political and Economic Factors affecting Business • Social and Technological Factors affecting Business
6 th July	REVIEW of learning <ul style="list-style-type: none"> • Marketing Mix • Market Research • Market Segmentation