

Subject Curriculum Overview for Academic Year 2022/2023

Subject: Business Studies		Subject Leader: J Males	Year Group: 9	AUTUMN TERM
Topic	Key Learning Points		Key Vocabulary	Assessments
Business ownership types	<p>To have a foundation understanding of different types of business ownership and their key features.</p> <ul style="list-style-type: none"> Understand that businesses have different sizes, purposes and activities. Identify and describe 3 types of business ownership and will be able to use key terms appropriately. Understand the advantages and disadvantages of different forms of ownership. Know which business structures would be most appropriate and why. Identify what an entrepreneur is and the skills and qualities to be successful Understand different types of liability and how it affects business owners. Understand factors of limited companies and will be able to use key terms appropriately Know the factors that determine business classification. Know the role of a charity and how it contributes to society 		<p>Sole trader Partnership Franchise Not-for-profit organisation Charity Liability Limited liability Unlimited liability Stakeholder Marketing Business classification Private sector Public sector Voluntary sector</p>	<p>Students will be assessed formatively through the completion of recall homework tasks along with a formal end of half term assessment completed under exam conditions.</p> <p>The assessment will largely be multiple choice and short answer questions.</p> <p>The assessment will monitor understanding of essential knowledge from these two modules learnt so far this year.</p>
Business success	<p>To understand what factors a successful business needs to consider in order to be a success.</p> <ul style="list-style-type: none"> Understand the factors that determine business classification. Know the 4 sectors of industry. Know key factors to consider when starting up a business. Know the importance of location in business success. Know the 4 key factors of the Marketing Mix. Know what PESTLE stands for. Understand what an external factor is. 		<p>Sector Primary Secondary Tertiary Quaternary PESTLE Footfall Savings Location Lean production External factor Social Political Technological Economic</p>	

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Topic	Key Learning Points	Key Vocabulary	Assessments	
The UK Economy	<ul style="list-style-type: none"> Identify the term 'economy' Explain how the UK economy is currently Define Gross Domestic Product Define Gross National Product Understand the difference between GNP & GDP Explain how GDP affects a country's Economic Growth Define market research Describe what primary market research is Describe what secondary market research is Describe the different ways to do market research Analyse the importance of market research Define the Product Lifecycle Accurately draw the Product Lifecycle graph 	Economy Government Inflation Interest rate Taxation Debt Political Social Public sector Private sector GDP GNP Local economy National economy Global economy	Students will be assessed formatively through the completion of recall homework tasks along with a formal end of half term assessment completed under exam conditions. The assessment will largely be multiple choice and short answer questions. The assessment will monitor understanding of essential knowledge from a variety of different modules learnt throughout this year.	
Market Research	<ul style="list-style-type: none"> Recall 5 features of a business plan Explain the importance of a business plan Explain who may wish to see a business plan and for what purpose Explain what the business plan should include Understand what a local competitor is Produce a questionnaire to collect first-hand data Analyse and present market research findings in graphical form Determine an appropriate target market Choose a suitable location for a business and justify my choice Explain what a USP is Create a USP for a product Recall essential features of a funding application Understand what makes an industry worthy letter to seek funding for a business venture 	Market research The Marketing Mix Primary market research Questionnaire Survey Observation Focus Group Secondary market research Competitor's data Product Lifecycle Development Introduction Growth Maturity Decline		

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Subject: Business Studies		Subject Leader: J Males	Year Group: 9	SUMMER TERM
Topic	Key Learning Points		Key Vocabulary	Assessments
Product Development	<p>To have a foundation understanding of the methods a business goes through during product development.</p> <ul style="list-style-type: none"> Understand what is meant by product creation. Explain how different businesses create products from an initial product idea. Understand what the design mix triangle is. Understand what is meant by product feedback Analyse features of a good product and areas to improve Understand what is meant by a logo Explain how different businesses create logos from an initial product idea and how to make them successful. Understand what is meant by point of sale promotion Explain how different businesses could use it to be successful Understand what is meant by ethical production Explain how different businesses could use it to be successful Understand different key terms within finance including costs and revenue. 		Design Mix Function Aesthetics Cost Mood board Mind map Branding Logo Promotion Ethical production Fixed costs Variable costs Sales revenue Profit Loss Market segmentation Segment Demographic Occupation Consumer Customer Characteristics Product Service Customer retention Market research Primary market research Secondary market research Qualitative Quantitative Data Pie chart	<p>Students will be assessed formatively through the completion of recall homework tasks along with a formal end of half term assessment completed under exam conditions.</p> <p>The assessment will largely be multiple choice and short answer questions.</p> <p>The assessment will monitor understanding of essential knowledge from a variety of different modules learnt throughout this year.</p>
Market Segmentation	<p>To understand what marketing strategies a business may use to match and meet the needs of their customers.</p> <ul style="list-style-type: none"> Recognise methods of Market Segmentation Explain what Market Segmentation is Explain why a business would use Market Segmentation Recognise at least 4 benefits of Market Segmentation Identify the purpose of Market Research Explain what Primary Market Research is Identify at least 4 methods of primary research Explain what Secondary Market Research is Identify at least 4 methods of secondary research 			

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How parents can support learning in the subject this academic year

Encourage students to watch the news and discuss relevant topics surrounding politics, the economy and any high-profile business cases.
Promote the use of online revision tools such as BBC Bitesize, Seneca and GCSEPod.

Recommended Reading

- Keeping up to date with the news is also very helpful. <https://www.bbc.co.uk/news> , <https://www.bbc.co.uk/newsround>
- Not for profit organisations <https://www.bbc.co.uk/bitesize/guides/zpx7gdm/revision/7>
- Business ownership <https://www.bbc.co.uk/bitesize/guides/zdc6mfr/revision/1>
- 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>

Points to note

Year 9 is a foundation to KS4 year. It is assumed that students have no prior knowledge and therefore this year is used to provide all students with secure key skills and knowledge in order to succeed further.
There is no textbook or revision guide used this year.