

KS3 Curriculum Overview: Business Year 9

Rationale: In Year 9, students are introduced to the main business theories which will provide a foundation on which they will develop a deeper understanding in Business. Students will follow the journey of why businesses exist through to learning about the fundamentals of marketing products and services to how we finance business ventures. This offers a fundamental understanding to the key concepts of businesses allowing our students to understand the true breadth of business while only skimming some of the depth that they will explore in future years.

In this curriculum, students will be introduced to local and national business contexts and will develop an understanding of how these contexts impact business behaviour and decisions. Students will develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing, and human resources, as well as the relationship between the business and the environment in which it operates.

Within the first term pupils will look at the different types of ownership and how businesses are started. Pupils will look in depth at real life examples of business along with thinking about their own business and what type of business would be best for them and why.

In term 2 we get to the running of the business, students are tasked with learning about the 4 main functional areas in business, Marketing, Operations, Finance and Human resources. In year 9 we give a brief overview of each type helping the students construct an understanding of the basic elements for each.

In marketing they will explore, market segmentation, market research and the 4 p's

In operations they explore the different types of production and their varying different advantages and disadvantages.

In Finance students discover breakeven, and the importance of knowing costs and how we work out whether or not a business will be profitable

In human resources, we task the students with understanding the recruitment and selection process from both the employer and employees point of view, we also give an insight into training and its importance in business.

This culminates in the last term where students will be tasked with a project to create their own business (Within our framework) using all their prior knowledge to create a dragons den style pitch to show how and why their business will not only be successful but also be worthy of investment.

The design and provision of year 9 is made to ignite, nurture, and develop the true passion for Business our students have while building on their knowledge of business around us.

Term / Length of Unit	Outline	Assessment	Home Learning	Resources	Knowledge/Skills End Points
Y9 Autumn 1	An introduction to Business Activity: Role of Business Enterprise and Entrepreneurship The role of business enterprise and the purpose of business activity: <ul style="list-style-type: none"> ● to produce goods or services ● to meet customer needs ● to add value: convenience, branding, quality, design, unique selling points. The role of entrepreneurship: <ul style="list-style-type: none"> ● an entrepreneur: organises resources, makes business decisions, takes risks. 	Written Test	Research entrepreneurs – identify skills/characteristics.	Full lesson plans and resources on staff area	Knowledge: why businesses exist, developing ideas for business, what is enterprise? characteristics of an entrepreneur, risk and reward
Y9 Autumn 2	An introduction to Business Activity: Business Ownership Stakeholders The concept of limited liability: <ul style="list-style-type: none"> ● limited and unlimited liability ● the implications for the business owner(s) of limited and unlimited liability. The types of business ownership for start-ups: <ul style="list-style-type: none"> ● sole trader, partnership, private limited company ● the advantages and disadvantages of each type of business ownership 	Short answer questions	Research of existing businesses and their ownership type	Full lesson plans and resources on staff area	forms of business ownership – sole trader, partnership, Ltd, PLC, internal and external stakeholders, influence on business Skills: research, reading, analysis/evaluation, problem-solving.

	<p>The option of starting up and running a franchise operation:</p> <ul style="list-style-type: none"> the advantages and disadvantages of franchising. 				
Y9 Spring 1	<p>An introduction to Role of marketing: Market research Market Segmentation The Marketing Mix</p> <p>The purpose of market research:</p> <ul style="list-style-type: none"> to identify and understand customer needs to identify gaps in the market to reduce risk to inform business decisions. <p>How businesses use market segmentation to target customers:</p> <ul style="list-style-type: none"> identifying market segments: location, demographics, lifestyle, income, age market mapping to identify a gap in the market and the competition <p>What the marketing mix is and the importance of each element:</p> <ul style="list-style-type: none"> price, product, promotion, place. <p>How the elements of the marketing mix work together:</p> <ul style="list-style-type: none"> balancing the marketing mix based on the competitive 	Multiple Choice Questions	Marketing research	Full lesson plans and resources on staff area	<p>Knowledge: role of marketing, market research, primary & secondary research, qualitative quantitative data, market segmentation, the marketing mix price, place, promotion, product.</p> <p>Skills: data/graph interpretation, ICT skills – word/Excel (produce questionnaire), research, analysis/evaluation of issues.</p>

	<p>environment</p> <ul style="list-style-type: none"> • the impact of changing consumer needs on the marketing mix • the impact of technology on the marketing mix: e-commerce, digital communication. 				
Y9 Spring 2	<p>An introduction to the role of Finance: Looking at the role of breakeven in a business and how it works.</p> <p>The concept and calculation of:</p> <ul style="list-style-type: none"> • revenue • fixed and variable costs • total costs • profit and loss <p>Interpretation of break even diagrams:</p> <ul style="list-style-type: none"> • the impact of changes in revenue and costs • break even level of output • margin of safety • profit and loss • margin of safety. <p>An introduction to the role of operations: examples retailers/manufacturers.</p> <p>The purpose of business operations:</p> <ul style="list-style-type: none"> • to produce goods • to provide services. <p>Production processes:</p> <ul style="list-style-type: none"> • different types: job, batch, flow • the impact of different types of 	Case study Questions	Case studies	Full lesson plans and resources on staff area	<p>Knowledge: purpose of breakeven, the mathematical formulae and the use of breakeven in the running of a business, purpose of operations in retail, manufacturing.</p> <p>Skills: research, reading, analysis/evaluation of issues, problem-solving.</p>

	production process: keeping productivity up and costs down and allowing for competitive prices.				
Y9 Summer 1	<p>An introduction to the role of human resources: human resource needs/plan. Training and the recruitment process</p> <p>How businesses train and develop employees:</p> <ul style="list-style-type: none"> • different ways of training and developing employees: formal and informal training, self-learning, ongoing training for all employees, use of target setting and performance reviews. <p>Why businesses train and develop employees:</p> <ul style="list-style-type: none"> • the link between training, motivation and retention • retraining to use new technology. <p>Different job roles and responsibilities:</p> <ul style="list-style-type: none"> • key job roles and their responsibilities: directors, senior managers, supervisors/team leaders, operational and support staff. <p>How businesses recruit people:</p> <ul style="list-style-type: none"> • documents: person specification and job description, 	Mock interviews (from both perspectives) exam style questions	Create a cv and look at the recruitment and selection process	Full lesson plans and resources on staff area	Knowledge: purpose of human resources, identifying human resource needs, Skills: research, reading, analysis/evaluation, problem-solving.

	application form, CV ● recruitment methods used to meet different business needs (internal and external recruitment).				
Y9 Summer 2	Business Planning Activity The Perfecta Pizza Project. a project using all the previously learnt content to create the students own Pizza restaurant and explain each of their choices in a persuasive way during a “dragons den style pitch”	Business Plan Activity	Business Plan Activity	Full lesson plans and resources on staff area	Skills: presentation, written, group work, problem-solving, analysis and evaluation, ICT skills, data analysis, research, confidence, verbal communication.