


<p>Year: 9 Subject: GCSE (9-1) Business</p>	<p>Curriculum Intent:</p> <ul style="list-style-type: none"> • Foster a deep passion and enthusiasm for Business in all students • Ensure all students have a foundation for which the Year 10 curriculum can be built upon • Develop numeracy and literacy through the business curriculum • Encourage students to begin developing a sense of direction for later life 					
	<p>Term 1 <i>Introduction to Business</i></p>	<p>Term 2 <i>Entrepreneurship and enterprise</i></p>	<p>Term 3 <i>Putting a business idea into practice</i></p>	<p>Term 4 <i>Making the business effective</i></p>	<p>Term 5 <i>Revision and exam technique</i></p>	<p>Term 6 <i>Understanding external influences on business</i></p>
<p>Topic Titles (in order of delivery)</p>	<p>What is business? Big and small business Entrepreneurs Branding What are customers? Customer service</p>	<ol style="list-style-type: none"> 1. Customer needs 2. Market research 3. Market segmentation 4. The competitive environment 	<ol style="list-style-type: none"> 1. Business aims & objectives 2. Business revenues, costs and profits 3. Cash & cash flow 4. Sources of finance 	<ol style="list-style-type: none"> 1. Options for start up & small businesses 2. Business location 3. The marketing mix 4. Business plans 5. Study skills/metacognition & effective revision techniques 	<p>PPE revision Non contextual question practice Contextual question practice</p>	<ol style="list-style-type: none"> 1. Business stakeholders 2. Technology in business 3. Legislation in business 4. The economy and business 5. External influences on business
<p>Key knowledge / Retrieval topics</p>	<p>Why & how new ideas come about Business failure & success Characteristics of entrepreneurs</p>	<p>Quantitative/qualitative data Primary/secondary research methods Methods of market segmentation Market mapping SWOT analysis</p>	<p>SMART objectives Calculate revenue Calculate profit Cash flow forecasts- net cash flow, opening balance, closing balance Break even analysis: table, graph, calculation</p>	<p>Limited and unlimited liability Franchising Factors influencing business location E-commerce The marketing mix: price, place, product, promotion</p>		<p>Stakeholders and conflicts of interest Consumer Rights Act Economic factors: unemployment, income levels, exchange rates, inflation, interest rates, taxation PESTLE</p>

			Fixed costs, variable costs, total costs			
Understanding / Sequence of delivery	<ol style="list-style-type: none"> Why new ideas come about How new ideas come about The impact of risk and reward The role of business enterprise and the purpose of business activity The role of entrepreneurship 	<ol style="list-style-type: none"> Identifying and understanding customer needs The purpose of market research Methods of research The use of data in market research How businesses use market segmentation to target customers Understanding the competitive environment 	<ol style="list-style-type: none"> Aims & objectives: what they are and the changing nature of objectives Calculate revenue Identify and calculate fixed, variable & total costs Sources of income Calculate, construct & interpret break even & margin of safety Importance of cash to a business Calculate & interpret cash inflow, cash outflows, net cash flow, opening & closing balances Sources of finance: short & long term 	<ol style="list-style-type: none"> Business ownerships & liability Franchising Factors influencing business location The marketing mix Elements of the marketing mix working together Business plans: role & purpose Purpose of planning business activity 	<p>In preparation for PPES, students will revisit Theme 1 areas that are identified through assessment and question level analysis to be weaker.</p> <p>Students will practice exam style questions which are split into two categories: non-contextual, which require no use of case study material and contextual, which does.</p>	<ol style="list-style-type: none"> Who stakeholders are, stakeholder objectives, stakeholders and business Different types of technology and how technology influences business Legislation: purpose & impact The economy on the business: impact of economic changes on business <p>The importance of external influences on business</p>
Assessment	CAT Past paper questions	CAT Past paper questions	CAT Past paper questions	CAT Past paper questions	PPE	CAT Past paper questions