



**Year 9 GCSE Business Curriculum Content Overview 2017-18**

<b>GCSE Business – Year 9</b>			
<b>Knowledge and Skills Students will be taught to....</b>	<b>Reading, Oracy, Literacy and Numeracy</b>	<b>Formative Assessment</b>	<b>Summative Assessment</b>
<p><b>Topic 1.1 Enterprise and Entrepreneurship</b> – students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship.</p> <p><b>Topic 1.2 Spotting a Business Opportunity</b> – students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition.</p> <p><b>Topic 1.3 Putting a Business idea Into Practice</b> – this topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.</p> <p><b>Topic 1.4 Making the Business Effective</b> – students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.</p> <p><b>Topic 1.5 Understanding External Influences on Business</b> – students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences</p>	<p>Reading</p> <ul style="list-style-type: none"> <li>Information from the Internet and text books (including business case studies) to be summarised into own words</li> </ul>	<p>Questioning in lessons</p>	<p>2 assessments throughout the academic year</p>
	<p>Numeracy</p> <ul style="list-style-type: none"> <li>Business Calculations including: Variable Costs, Total Costs, Revenue, Profit, Break Even, Margin of Safety, Interest, Net Cash Flow, Opening and Closing Balances.</li> <li>Generic Calculations including: Percentage and Percentage Changes, Averages.</li> <li>Interpret and use quantitative data in business contexts to support, inform and justify business decisions, including: information from graphs and charts, profitability ratios (gross and net profit margin), financial data (profit &amp; loss, average rate of return and cash flow forecasts, marketing data, market data including market share</li> </ul>	<p>Whole class feedback during lessons</p> <p>Low stakes quizzing based on homework set in knowledge organisers</p>	<p>1 PPE</p>
	<p>Oracy and Literacy (including key words for practical subjects)</p> <ul style="list-style-type: none"> <li>Key terminology</li> <li>Student discussion</li> <li>Students presentation</li> <li>Written and extended questions.</li> </ul>	<p>Exit Strategies</p>	



### GCSE Business – Year 9

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Key Learning Questions	Term 1 - Topic 1.1 - Enterprise and entrepreneurship	Literacy and Numeracy
<ul style="list-style-type: none"><li>• Why new business ideas come about?</li><li>• How new business ideas come about?</li><li>• What are the risks and rewards of business activity?</li><li>• What is the role of business enterprise and the purpose of business activity?</li><li>• What is the role of entrepreneurship?</li></ul>	<ul style="list-style-type: none"><li>• To be able to discuss the reasons why a new business idea may come about. The include: changes in technology, changes in what consumers want, Products and services becoming obsolete</li><li>• To be able to identify how new business ideas may either be original or an adaptation of existing ideas</li><li>• To be able to discuss the impact of risk (business failure, financial loss, lack of security) and reward (business success, profit, independence) on business activity</li><li>• To be able to discuss the role of business enterprise and the purpose of business activity</li><li>• To be able to discuss the role of entrepreneurship</li></ul>	<ul style="list-style-type: none"><li>• Reading facts and definitions.</li><li>• Reading and researching relevant business case studies</li><li>• Student discussion and responses to questions.</li></ul>
Key Learning Questions	Term Topic 1.2 - Spotting a Business Opportunity	Literacy and Numeracy
<ul style="list-style-type: none"><li>• What are customer needs?</li><li>• What is the importance of understanding and identifying customers?</li><li>• What is the purpose of market research?</li><li>• What are the relative merits of different methods of market research?</li><li>• How can a business make use of market research data?</li><li>• How businesses use market segmentation and market mapping to target customers?</li><li>• What are business strengths and weaknesses?</li></ul>	<ul style="list-style-type: none"><li>• To be able to identify and understand customer needs, including the need for: price, quality, choice and convenience.</li><li>• To be able to discuss the importance of identifying and understanding customers in terms of generating sales and business survival.</li><li>• To be able to discuss the purpose of market research. This includes how market research can be used to identify and understand customer needs, identify gaps in the market, reduce risk and make informed business decision.</li><li>• To be able to identify methods of market research. This includes Primary research: survey, questionnaire, focus group, observation &amp; Secondary research: internet, market reports, government reports.</li><li>• To be able to discuss the use of data in market research. Including: Qualitative and quantitative data, the role of social media in collecting market research data and the importance of the reliability of market research data</li></ul>	<ul style="list-style-type: none"><li>• Reading facts and definitions.</li><li>• Reading and researching relevant business case studies</li><li>• Student discussion and responses to questions.</li></ul>



	<ul style="list-style-type: none"> <li>• To be able to discuss how businesses use market segmentation to target customers. This includes identifying market segments: location, demographics, lifestyle, income, age</li> <li>• To be able to discuss how businesses use market mapping to identify a gap in the market and the competition</li> <li>• To be able to discuss strengths and weaknesses of competitors based on price, quality, location, product range and customer service.</li> <li>• To be able to discuss the impact of competition on business decision making</li> </ul>	
Key Learning Questions	Topic 1.3 - Putting a Business idea Into Practice	Literacy and Numeracy
<ul style="list-style-type: none"> <li>• What are business aims and objectives?</li> <li>• What are financial vs non-financial aims and objectives?</li> <li>• Why might business aims and objectives differ between businesses?</li> <li>• Are you able to complete the seven key business calculations?</li> <li>• Are you able to understand and interpret a break-even graph?</li> <li>• Why is cash vital to a business?</li> <li>• Are you able to complete a cash flow forecast?</li> <li>• Are you able to understand and interpret a cash flow forecast?</li> <li>• What short term and long term sources of finance are available for a start-up or established small business?</li> <li>• Are you able to analyse which sources are more appropriate to use in different situations?</li> </ul>	<ul style="list-style-type: none"> <li>• To be able to identify what business aims and objectives are</li> <li>• To be able to discuss what business aims and objectives are when a business starts up. Including financial aims and objectives: survival, profit, sales, market share, financial security &amp; non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control</li> <li>• To be able to discuss why aims and objectives differ between businesses</li> <li>• Be able to calculate seven different types of business calculations. These include: Revenue, Fixed and variable costs, Total costs, Profit and loss, Interest, Breakeven level of output, Margin of safety.</li> <li>• To be able to interpret (read) a break even diagram and link to the financial concepts of: changing revenue and costs, the break-even level of output, the margin of safety and profit &amp; loss.</li> <li>• To be able to discuss the importance of cash to a business. This includes: paying suppliers, overheads and employees, to prevent business failure (insolvency), the difference between cash and profit.</li> <li>• To be able to calculate cash flow forecasts. This includes the calculation of cash inflows, cash outflows, net cash flow and opening &amp; closing balances.</li> <li>• To be able to interpret cash flow forecasts in terms of cash inflows, cash outflows, net cash flows and opening &amp; closing balances.</li> </ul>	<ul style="list-style-type: none"> <li>• Reading facts and definitions.</li> <li>• Reading and researching relevant business case studies</li> <li>• Accurately complete calculations including: Revenue, Fixed and variable costs, Total costs, Profit and loss, Interest, Breakeven level of output, Margin of safety.</li> <li>• Student discussion and responses to questions.</li> </ul>



	<ul style="list-style-type: none"><li>• To be able to identify sources of finance for start ups</li><li>• To be able to identify sources of finance for established businesses</li><li>• To be able to discuss short term sources of finance, these include the use of overdrafts and trade credit.</li><li>• To be able to discuss long term sources of finance, the include the use of: personal savings, venture capital, retained profit and crowd funding.</li></ul>	
<b>Key Learning Questions</b>	<b>Topic 1.4 Making the Business Effective</b>	<b>Literacy and Numeracy</b>
<ul style="list-style-type: none"><li>• What is meant by limited and unlimited liability?</li><li>• What are the different forms of ownership for a stat-up business?</li><li>• Why might a new business owner decide on the franchise route?</li><li>• Which different factors influence a business's choice of location?</li><li>• What impact has the internet and e-commerce had on location?</li><li>• What is meant by the marketing mix?</li><li>• How should the elements of the marketing mix work together?</li><li>• To be able to discuss the role and importance of a business plan</li><li>• To be able to discuss the purpose of planning business activity</li><li>• What is the role and importance of a business plan?</li><li>• What would a typical business plan contain?</li></ul>	<ul style="list-style-type: none"><li>• To be able to discuss the concept of limited liability and the implications for the business owner(s) of limited and unlimited liability.</li><li>• To be able to discuss the types of business ownership for start-ups (including their advantages and disadvantages), this includes: sole traders, partnerships, private limited companies.</li><li>• To be able to discuss the option of starting up and running a franchise operation, including their advantages and disadvantages.</li><li>• To be able to identify factors influencing business location, these include the proximity to: market, labour, materials and competitors.</li><li>• To be able to discuss the impact of the internet on location</li><li>• To be able to define what the marketing mix is and the importance of each element, this includes: product, price, place and promotion/</li><li>• To be able to discuss how the elements of the marketing mix work together. This includes: understanding how the marketing mix can be balanced based on the changing environment, the impact of changing consumer needs on the marketing mix, the impact of technology on the marketing mix (e-commerce, digital communication).</li><li>• To be able to discuss the role and importance of a business plan. This includes to identify: the business idea; business aims and objectives; target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix.</li><li>• To be able to discuss the purpose of planning business activity. This incudes: the role and importance of a business plan in minimising risk and obtaining finance.</li></ul>	<ul style="list-style-type: none"><li>• Reading facts and definitions.</li><li>• Reading and researching relevant business case studies</li><li>• Student discussion and responses to questions.</li></ul>



Key Learning Questions	Topic 1.5 - Understanding External Influences on Business	Literacy and Numeracy
<ul style="list-style-type: none"><li>• What is meant by a business stakeholder?</li><li>• Who are typical business stakeholders and what are their likely objectives?</li><li>• How are stakeholders affected by business activity?</li><li>• How might different stakeholder groups impact business activity?</li><li>• What possible conflicts may arise between stakeholder groups?</li><li>• What different types of technology are used by a business?</li><li>• How does technology influence business activity?</li><li>• What is the purpose of consumer and employment legislation?</li><li>• What impact does legislation have upon business performance?</li><li>• What is meant by unemployment and what impact does it have on business activity/performance?</li><li>• How does changing levels of consumer income impact business activity/performance?</li><li>• What is meant by inflation and what impact does inflation have on business activity/performance?</li><li>• What are interest rates and how do changes in them impact on business activity/performance?</li><li>• What is government taxation and how does it impact on business activity/performance?</li><li>• How can changes in exchange rates impact on business activity/performance?</li></ul>	<ul style="list-style-type: none"><li>• To be able to identify who stakeholders are and their objectives. Stakeholders include: shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government</li><li>• To be able to discuss stakeholders in business. This includes: how stakeholders are affected by business activity, how stakeholders impact business activity, possible conflicts between stakeholder groups.</li><li>• To be able to identify the different types of technology in business</li><li>• To be able to discuss how technology influences business activity</li><li>• To be able to identify the different types of technology in business. This includes: e-commerce, social media, digital communication and payment systems.</li><li>• To be able to discuss how technology influences business activity in terms of: sales, costs and the marketing mix.</li><li>• To be able to discuss the purpose of legislation. This includes the: Principles of consumer law: quality and consumer rights &amp; the principles of employment law: recruitment, pay, discrimination, and health and safety</li><li>• To be able to discuss the impact of legislation on business. This includes the impact on costs and the consequences of meeting and not meeting these obligations</li><li>• To be able to discuss the impact of the economic climate on business. This includes the following economic variables: unemployment, changing levels of consumer income, inflation, changes in interest rate, government taxation and changes in exchange rates.</li><li>• To be able to apply economic concepts to businesses</li></ul>	<ul style="list-style-type: none"><li>• Reading facts and definitions.</li><li>• Reading and researching relevant business case studies</li><li>• Student discussion and responses to questions.</li></ul>



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