

DAGENHAM PARK SUBJECT CURRICULUM

Subject	Business
Year Group	Year 9
Overview	Business Studies at Year 9 will involve a comprehensive introduction to how small, medium and large organisations operate.
Term by Term	
Autumn Half term 1	The half term will consist of pupils undertaking the Festival Challenge where pupils will develop their understanding of entrepreneurship, the importance of business ideas and creativity used in marketing and product development. They will be introduced key terms such as unique selling point, target market, segmentation, branding, market research and upcycling. At the end of the project pupils will pitch a new product idea.
Autumn Half term 2	The second half of the term will involve pupils learning about customer wants and needs, customer service, the competitive environment and business aims and objectives. Pupils will then be introduced to finance through learning to calculate revenue, costs and profit before moving onto cash flow statements, break even analysis and sources of finance.
Spring Half term 1	Pupils will learn about how entrepreneurs set up their business, looking at the different options for start-ups, how they create their marketing mix, recruit and train the people they need and pay and motivate any employees through fringe benefits.
Spring Half term 2	This half term looks at how start ups create a business plan and how entrepreneurs consider their stakeholders. Pupils will then move on to how firms are affected by legislation, ethical issues and the environment. For the first time, pupils will learn about Economics by analysing how businesses are affected by the economic cycle and key factors such as employment, inflation and interest rates.
Summer Half term 1	<p>During the first half of the summer term pupils will learn about organisation structures and extend their learning about how employees are motivated and the different styles of leadership that are evident within firms.</p> <p>This will be followed by an introduction to the final topic, production, beginning with stock control.</p>

Summer Half term 2	<p>Production continues in the final term by looking at different types of production processes and quality control methods and we finish the year by pupils using their acquired knowledge of business to complete the “Cereal Enterprise Challenge” where students design and create a launch for a new breakfast cereal.</p> <p>At the end of Year 9 we will make a decision as to which pupils would be more suited to an academic (GCSE) or vocational (BTEC) pathway in order to support their progress</p>
Homework	<p>Homework will be provided weekly via <i>Show My Homework</i>. Homework set will reinforce the skills learnt in lesson.</p>
Useful Resources	<p>SharePoint Tutor2U Businessstudiesonline</p>