Hanley Castle High School Curriculum Outline for parents: **BUSINESS STUDIES**

		Autumn Term	Spring Term	Summer Term
Year 9	**<u>Topic</u>** Big question / Overview	**Investigating Small Businesses** How do entrepreneurs identify opportunities and create successful businesses? Students explore enterprise and entrepreneurship, customer needs, market research, market segmentation and the competitive environment.	**Business Finance and Performance** How do businesses measure success and manage their finances effectively? Students investigate business aims and objectives, revenue, costs, profit, break-even and cash flow.	**Branding and Enterprise Project** How can businesses create competitive advantage through branding and marketing? Students apply their knowledge through business projects and develop evaluation and examination skills.
	Disciplinary knowledge/skills	• Understanding enterprise and entrepreneurship • Assessing risk and reward • Conducting market research • Analysing customer needs • Market segmentation and market mapping • Written business analysis and evaluation skills	Business aims and objectives • Revenue, costs and profit calculations • Break-even analysis • Cash flow forecasting • Sources of finance • Interpretation of financial information and business data	Branding and promotion • Presentation and communication skills • Business decision making • Research and ICT skills • Evaluation of business strategies • GCSE-style examination techniques
	New vocabulary	Enterprise, Entrepreneur, Risk, Reward, Customer Needs, USP, Added Value, Branding, Market Research, Market Segmentation, Market Mapping, Competition, E-commerce, M-commerce	Aims, Objectives, Revenue, Fixed Costs, Variable Costs, Total Costs, Profit, Break-even, Contribution, Margin of Safety, Cash Flow, Insolvency, Finance.	Branding, Promotion, Marketing Mix, Target Market, Market Position, Added Value, Evaluation, Enterprise.
	Links to …	**Mathematics** - data collection and analysis. **PSHE/Citizenship** - enterprise and consumer awareness. **Careers** - entrepreneurship and self-employment.	**Mathematics** - financial calculations and percentages. **Personal Finance** - budgeting and money management. **Geography** - economic decision making.	**Computing** - research and presentations. **Art & Design** - branding and design. **Careers** - marketing and business management.