

## Year 7 Curriculum

Y7 Topic One: Why are some brands so powerful?	
<b>Topic Intention:</b>	Our intention is to provide students with the knowledge required to understand what 'Business' is in a fun and engaging way. Students should: <ul style="list-style-type: none"> <li>• understand the reasons for starting a business and the differences between goods and services</li> <li>• understand the product life cycle and demonstrate how demand for a product or service might change over time</li> <li>• understand the extension strategies that would be suitable to stop brands from going into decline</li> </ul>
<b>Lesson 1:</b> What is a business?	
<b>Lesson 2:</b> What is an entrepreneur?	
<b>Lesson 3:</b> How does a product become successful?	
<b>Lesson 4:</b> How long does a product last?	
<b>Lesson 5:</b> How can a product last longer?	
<b>September (AUT1) – November (AUT2)</b>	

Y7 Topic Two: How's it made?	
<b>Topic Intention:</b>	Our intention is to provide students with the knowledge required to apply different methods of production through a visit to Cadbury World. Students should: <ul style="list-style-type: none"> <li>• Demonstrate an understanding of job and flow production methods and JIT production</li> <li>• Understand the advantages and disadvantages of job and flow production and JIT production</li> <li>• Understand the 'The Explain Train' so that they can begin to learn how to write a developed explanation</li> </ul>
<b>Lesson 1:</b> How do things get made?	
<b>Lesson 2:</b> What can we learn about how Cadbury make chocolate?	
<b>Lesson 3:</b> What are the advantages and disadvantages of Job Production?	
<b>Lesson 4:</b> What are the advantages and disadvantages of Flow Production?	
<b>Lesson 5:</b> How does 'just-in-time' improve efficiency?	
<b>November (AUT2) – January (SPR1)</b>	

Y7 Topic Three: How are people motivated to work?	
<b>Topic Intention:</b>	Our intention is to provide students with the knowledge required to apply the topic of motivation to Innocent. Students should: <ul style="list-style-type: none"> <li>• Understand the benefits of a motivated workforce</li> <li>• Understand the use of financial and non-financial methods of motivation</li> <li>• Revisit the 'The Explain Train' to practice how to write a developed explanation</li> <li>• Be able to apply motivation to Innocent</li> </ul>
<b>Lesson 1:</b> What is motivation?	
<b>Lesson 2:</b> Who are Innocent?	
<b>Lesson 3:</b> What are the benefits of a motivated workforce?	
<b>Lesson 4:</b> What are the different methods of motivation?	
<b>Lesson 5:</b> Why do people work?	
<b>February (SPR2) – May (SUM1)</b>	

Y7 Topic Four: How do businesses look after their money?	
<b>Topic Intention:</b>	Our intention is to provide students with the knowledge required to apply different sources of finance to a range of businesses <ul style="list-style-type: none"> <li>• Understand the main internal and external sources of finance available</li> <li>• Understand how businesses might be affected by changes in the rate of interest</li> <li>• Understand the reasons why businesses create business plans along with the main sections within it</li> <li>• Complete and interpret sections of a cash flow forecast</li> </ul>
<b>Lesson 1:</b> Why do new businesses need finance?	
<b>Lesson 2:</b> Why do established businesses need finance?	
<b>Lesson 3:</b> How do interest rates affect bank loans and mortgages?	
<b>Lesson 4:</b> How is a business plan useful when sourcing finance?	
<b>Lesson 5:</b> What can a business learn from a cash flow forecast?	
<b>May (SUM1) – July (SUM2)</b>	

## Year 8 Curriculum

Y8 Topic One: What factors influence the choice of location for a business?	
<b>Topic Intention:</b>	Our intention is to provide students with the knowledge required to choose a location in which to set up a business in. Students should: <ul style="list-style-type: none"> <li>• Understand how and why different businesses use segmentation to target customers, including: gender, age, location, income</li> <li>• Understand why businesses conduct market research, such as to identify market opportunities and to get a better insight into their customers and competitors</li> <li>• Understand the factors that influence where a business is located</li> <li>• Understand the benefits and drawbacks of globalisation</li> </ul>
<b>Lesson 1:</b> How do businesses decide who to target their products/services to?	
<b>Lesson 2:</b> What research can businesses carry out?	
<b>Lesson 3:</b> Why is location important?	
<b>Lesson 4:</b> Where is the best place to set up a business?	
<b>Lesson 5:</b> What are the advantages and disadvantages of locating overseas?	
<b>September (AUT1) – November (AUT2)</b>	

Y8 Topic Two: How do you know if a business will break-even?	
<b>Topic Intention:</b>	Our intention is to provide students with the knowledge required to understand the concept of and draw a break-even chart. Students should: <ul style="list-style-type: none"> <li>• Understand the difference between variable costs, fixed costs and total costs</li> <li>• Understand the concept of and calculate revenue, costs and profit</li> <li>• Understand the meaning of the term break-even output and interpret break-even charts</li> <li>• Understand the advantages and disadvantages of using break even analysis</li> </ul>
<b>Lesson 1:</b> What is included in the finance section of the business plan?	
<b>Lesson 2:</b> What are the different calculations that a business has to make?	
<b>Lesson 3:</b> What is break-even?	
<b>Lesson 4:</b> How do you calculate break-even?	
<b>Lesson 5:</b> What are the advantages and disadvantages of using break even analysis?	
<b>November (AUT2) – January (SPR1)</b>	

Y8 Topic Three: How does a business ensure that they get the best staff?	
<b>Topic Intention:</b>	Our intention is to provide students with the knowledge required to understand the recruitment and selection process and the relevant laws. Students should: <ul style="list-style-type: none"> <li>• Understand the difference between internal and external recruitment and the benefits and drawbacks of each approach</li> <li>• Be able to outline the main stages in the recruitment and selection process</li> <li>• Understand different types of employment law and how it affects businesses</li> </ul>
<b>Lesson 1:</b> What is the best method of recruitment & selection?	
<b>Lesson 2:</b> How are people recruited and selected?	
<b>Lesson 3:</b> What does an interview look like?	
<b>Lesson 4:</b> What is employment law?	
<b>Lesson 5:</b> Which employment law is being broken?	
<b>February (SPR1) – March (SPR2)</b>	

Y8 Topic Four: What does good customer service look like?	
<b>Topic Intention:</b>	Our intention is to provide students with the knowledge required to understand the impact customer service can have on a business. Students should: <ul style="list-style-type: none"> <li>• Understand the sales process</li> <li>• Understand the different methods of providing good customer service</li> <li>• Understand the benefits of good customer service and the dangers of poor customer service</li> </ul>
<b>Lesson 1:</b> What is good customer service?	
<b>Lesson 2:</b> What are the benefits of good and the dangers of bad customer service?	
<b>Lesson 3:</b> What is the customer service like in your chosen business?	
<b>Lesson 4:</b> What will your drama piece / storyboard look like?	
<b>Lesson 5:</b> How could you have improved on your drama piece / storyboard?	
<b>April (SUM1) – July (SUM2)</b>	

## Year 9 Curriculum

<b>Y9 Topic One: What are the factors that affect a business?</b>	
<b>Topic Intention :</b>	<p>Our intention is to provide students with knowledge on why and how people set up businesses along with the different factors in the business environment that affect them. Students should be able to:</p> <ul style="list-style-type: none"> <li>• understand what a business is and the reasons for starting a business</li> <li>• understand the difference between goods and services, needs and wants and the meaning of factors of production – land, labour, capital, enterprise</li> <li>• define opportunity cost and the three sectors of primary, secondary and tertiary and give examples of types of business that operate in each sector</li> <li>• understand the term enterprise and what is meant by an entrepreneur</li> <li>• outline the characteristics of an entrepreneur, such as hard working, innovative, organised and willingness to take a risk</li> <li>• outline the objectives of an entrepreneur</li> <li>• understand that businesses face a constantly changing business environment</li> </ul>
<b>Lesson 1:</b> Why are businesses set up?	
<b>Lesson 2:</b> What are the characteristics of entrepreneurs?	
<b>Lesson 3:</b> What resources are required in business?	
<b>Lesson 4:</b> How are businesses classified and what are their basic functions?	
<b>Lesson 5:</b> What changes do businesses face?	
<b>September (AUT1) – November (AUT2)</b>	

<b>Y9 Topic Two: How are businesses set up?</b>	
<b>Topic Intention:</b>	<p>Our intention is to enable students to understand the different types of ownership that are in the UK. Students should be able to :</p> <ul style="list-style-type: none"> <li>• understand the different legal structures that businesses adopt</li> <li>• analyse the benefits and drawbacks of each legal structure (including issues such as management and control, sources of finance available, liability and distribution of profits)</li> <li>• explain which legal structure would be most appropriate for a variety of business examples, including new start-up businesses and large established businesses</li> </ul>
<b>Lesson 1:</b> What are the advantages and disadvantages of a sole trader?	
<b>Lesson 2:</b> What are the advantages and disadvantages of a partnership?	
<b>Lesson 3:</b> What is a private limited company?	
<b>Lesson 4:</b> What is a public limited company?	
<b>Lesson 5:</b> What is a not-for-profit organisation?	
<b>November (AUT2) – January (SPR1)</b>	

<b>Y9 Topic Three: Why does a business set up?</b>	
<b>Topic Intention:</b>	<p>Our intention is to enable students to understand that if businesses are clear with what they want to achieve, they will find it easier to sort out priorities and make decisions and that there are many groups of people that are affected by business activity. Students should be able to:</p> <ul style="list-style-type: none"> <li>• understand the main aims and objectives for businesses</li> <li>• understand the role of objectives in running a business</li> <li>• understand how and why the objectives set may change as businesses evolve</li> <li>• consider how the objectives of larger more established businesses might differ from smaller start-up businesses</li> <li>• understand how and why the objectives set will differ between businesses</li> <li>• understand the success of a business can be measured in other ways than profit</li> <li>• understand what is meant by a stakeholder and who the main stakeholders of a business are</li> <li>• understand stakeholders' main objectives</li> <li>• understand the impact and influence stakeholders have on businesses and their objectives and how businesses may face conflict between stakeholders</li> </ul>
<b>Lesson 1:</b> What are aims and objectives?	
<b>Lesson 2:</b> What are the different types of objectives?	
<b>Lesson 3:</b> How can success be measured?	
<b>Lesson 4:</b> What are stakeholders interested in?	
<b>Lesson 5:</b> What is the relationship between business and stakeholders?	
<b>January (SPR1) – March (SPR2)</b>	

<b>Y9 Topic Four: Could you make it in the Den?</b>	
<b>Topic Intention:</b>	<p>Our intention is to consolidate topics learnt in all topics in KS3. Students should:</p> <ul style="list-style-type: none"> <li>• understand why entrepreneurs start businesses, how they plan for them and the best type of structure for their business</li> <li>• understand the functions that are required within their business, the resources to start, what their aims will be, how they will produce their product, who they will target and where they will base themselves</li> <li>• understand where they will get their funding from, what their revenue, costs and profit will be along with how long it will take to break-even</li> <li>• understand branding that works, how to extend products to maximise revenue, the best way to recruit and motivate and how to keep customers happy</li> </ul>
<b>Lesson 1:</b> How would you improve the pitches?	
<b>Lesson 2:</b> What will your business idea be?	
<b>Lesson 3:</b> How much profit could you make?	
<b>Lesson 4:</b> How will you communicate your business to your stakeholders?	
<b>Lesson 5:</b> Are you in or out?	
<b>April (SUM1) – July (SUM2)</b>	