



Business Studies Curriculum Overview - Year 9

	Unit	Details
Autumn One	Introduction to Business Studies	During the first half term we introduce pupils to what a business enterprise is and entrepreneurial traits. They discover the importance of effective planning when starting up a business to minimise the risk of failure and maximise the reward.
Autumn Two	Types of business ownership and business growth	We look at how new businesses develop over time through their type of legal ownership and ways in which they grow. Pupils discover how businesses set objectives and the importance of various stakeholder groups.
Spring One	Marketing	This topic explores the role of the marketing department within a business. Pupils carry out a market research activity to establish customer needs and learn about their findings to create an effective marketing mix.
Spring Two	Marketing	Project: we invite a local business into school to set the pupils a marketing challenge. Working in groups, pupils will design a range of promotional materials aimed at reaching a specific target market and raising awareness of a product or service.
Summer One	Revision of Year 9 topics and assessment	We recap the learning so far and introduce pupils to exam skills. Pupils will sit an assessment to check their understanding of the topics they have studied and to highlight any areas of development that we will tackle.
Summer Two	Introduction to People (Human Resources)	We look forward to the topics that we will be studying in Year 10 and examine the role of the Human Resources department within a business.