



EPCHS Business Department: Year 9 Programme of Study

Year 9 L

KHO

CMU

Modified SOL for Year 9 2020-2021

Topics	Content to cover	Terms
Topic 1.1 Enterprise and entrepreneurship	<p>Pupils can think about existing entrepreneurs and how they were successful.</p> <p>The role of business enterprise and the purpose of business activity:</p> <ul style="list-style-type: none"> To produce goods or services. To meet customer needs. To add value: convenience, branding, quality, design, unique selling points. (USP). <p>The role of entrepreneurship</p> <p>Organise Research on the most famous and successful entrepreneurs. What were the reasons for their success or failure? (2 lessons)</p>	Term 1A
Topic 1.2 Spotting a business opportunity	<p>Identifying and understanding customer needs:</p> <ul style="list-style-type: none"> What customer needs are: price, quality, choice, convenience. <p>The importance of identifying and understanding customers: generating sales, business survival.</p> <p>The purpose of market research:</p> <ul style="list-style-type: none"> To identify and understand customer needs. To identify gaps in the market. <p>Types of market research:</p> <ul style="list-style-type: none"> Methods of primary research: survey, questionnaire, focus group, observation Methods of secondary research: Internet, market reports, government reports <p>How businesses use market segmentation to target customers:</p> <ul style="list-style-type: none"> Identifying market segments: location, demographics, lifestyle, income, age Market mapping to identify a gap in the market and the competition 	
Topic 1.3 Putting a business idea into practice	<p>What business aims and business objectives are.</p> <p>Business aims and objectives when starting up:</p> <ul style="list-style-type: none"> Financial aims and objectives: survival, profit, sales, market share, financial security Non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control. <p>Why business aims and objectives differ between businesses.</p>	Term 1B (can start business calculations if the class is coping well)
	<p>The concept and calculation of:</p> <ul style="list-style-type: none"> Revenue Fixed and variable costs Total costs Profit and loss Interest <p>Break-even diagrams (ask pupils to construct a break-even diagram from scratch using graph paper from the science/maths dept)</p>	Term 2A
Topic 1.4 Making the business effective	<p>What the marketing mix is and the importance of each element:</p> <ul style="list-style-type: none"> Price, product, promotion, place <p>(more in-depth lessons on the marketing mix are available from Topic 2.2 Making marketing decisions)</p> <p>The role and importance of a business plan:</p> <ul style="list-style-type: none"> To identify: the business idea; business aims and objectives; target market (market research); forecast revenue, cost and profit; location; marketing mix. 	
Topic 1.5 Understanding external	<p>Who business stakeholders are and their different objectives:</p> <ul style="list-style-type: none"> Shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government 	Term 2B

influences on business		
Topic 2.1 Growing the business	<p>Methods of business growth and their impact:</p> <ul style="list-style-type: none"> • internal (organic) growth: new products (innovation, research and development), new markets (through changing the marketing mix or taking advantage of technology and/or expanding overseas) • external (inorganic) growth: merger, takeover. 	
2.1.3 Business and globalisation	<p>The impact of globalisation on businesses:</p> <ul style="list-style-type: none"> • imports: competition from overseas, buying from overseas • exports: selling to overseas markets <p>Barriers to international trade:</p> <ul style="list-style-type: none"> • tariffs • trade blocs. 	
Topic 2.3 Making operational decisions	<ul style="list-style-type: none"> • different types: job, batch, flow • relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust • the impact of logistics and supply decisions on: costs, reputation, customer satisfaction. <p>The concept of quality and its importance in:</p> <ul style="list-style-type: none"> • the production of goods and the provision of services: quality control and quality assurance <p>The importance to businesses of providing good customer service.</p>	Term 3A
Topic 2.4 Making financial decisions	<p>The concept and calculation of:</p> <ul style="list-style-type: none"> • gross profit • net profit. <p>Calculation and interpretation of:</p> <ul style="list-style-type: none"> • gross profit margin • net profit margin 	
Topic 2.5 Making human resource decisions	<p>Different organisational structures and when each are appropriate:</p> <ul style="list-style-type: none"> • hierarchical and flat • centralised and decentralised. <p>Different ways of working:</p> <ul style="list-style-type: none"> • part-time, full-time and flexible hours • permanent, temporary, and freelance contracts <p>How businesses recruit people:</p> <ul style="list-style-type: none"> • documents: person specification and job description, application form, CV • recruitment methods used to meet different business needs (internal and external recruitment). <p>How businesses train and develop employees:</p> <ul style="list-style-type: none"> • different ways of training and developing employees: formal and informal training, self-learning, ongoing training for all employees, use of target setting and performance reviews. <p>Why businesses train and develop employees:</p> <ul style="list-style-type: none"> • the link between training, motivation and retention 	Term 3B