



As a department, we hope to create an environment where students feel safe to explore and learn new concepts and ideas. In this space, creativity can flourish and a solid understanding of how a business works can be explored. We use case studies and concepts linked within the various functional areas to help students apply and learn what a business is and how it operates.

Our aim for Year 9 is to teach the business basics so students have an overview of what a business is. We then introduce the concepts around marketing. This enables students to create their own mini business at the end of Year 9, therefore reinforcing the content taught and the practical skills of setting up a business.

Year 9			
Term	Topic	Knowledge and Skills	Useful Links
1	Business Activity – Understanding the basics.	Knowledge: Business Activity Business enterprise and entrepreneurship involve identifying opportunities, taking calculated risks, and using creativity and determination to meet customer needs. Entrepreneurs play a key role in driving innovation and economic activity. Business planning is essential for reducing risk, securing finance, identifying resources, and setting clear goals to help a business succeed. Different types of business ownership—such as sole traders, partnerships, and limited companies—offer varying levels of liability and are suited to different business contexts. Finally, businesses set aims and objectives like profit, growth, or providing a service, which can evolve over time depending on their stage and goals. We explore the different types of business growth and how this might impact different stakeholders. Skills:	The purpose of business activity and enterprise - The role of business enterprise and entrepreneurship - OCR - GCSE Business Revision - OCR - BBC Bitesize The Purpose of Business Activity OCR GCSE Business Revision Notes 2017 How I Started The UK's Fastest Growing Company: My Gymshark Story Ben Francis BBC Two - Peter Jones Meets..., Series 1, Episode 1, Peter Jones meets the Constantines and Chris Dawson



		Knowledge and understanding of the key terms and ideas covered in the lesson, mainly through multiple choice questions and short written answer questions which apply concepts and ideas to real business examples. As we progress through the term, students will start to consider the impact of different strategic choices made within a business.	
Assessments		At this stage, we want to build students' confidence, so we base our assessments around a range of multi choice questions and short knowledge exam-based questions. Within lessons we will model and explore the longer higher order thinking questions, to help build a foundation for students' understanding.	
2	Functional Area 1 – Marketing function.	Knowledge: Marketing A business is made from many different functional areas, the most important being the marketing function. Marketing plays a vital role in helping businesses identify, understand, and meet customer needs, ultimately aiming to inform customers and increase sales. Market research supports this by gathering data through primary methods like questionnaires and focus groups, and secondary sources such as websites and internal data, allowing businesses to make informed decisions using both qualitative and quantitative insights. Market segmentation enables businesses to target specific groups based on factors like age, gender, income, and lifestyle. The marketing mix—product, price, promotion, and place—works together to shape business strategies, from product development and pricing to advertising and distribution, ensuring that marketing efforts align with customer expectations and business goals.	What are customer needs? - The role of marketing, market research and market segmentation - OCR - GCSE Business Revision - OCR - BBC Bitesize Save My Exams OCR GCSE Business Revision Notes 2017 Gymshark's £1 Billion Marketing Strategy



		Skills: Knowledge and understanding of the key terms and ideas covered in the lesson, mainly through multiple choice questions and short written answer questions which apply concepts and ideas to real business examples. As we progress through the term, students will start to consider the impact of different strategic choices made within a business.	
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3		Knowledge: Consolidation – Summer Market Consolidation of the business activity and marketing concepts learnt in Year 9. We apply these concepts to different case studies so students can start to develop their ability to apply the knowledge to real business examples. Skills: Developing your own business idea Wiithin this term we develop and improve on the skills needed to run a successful business idea. Here students are given the opportunity to develop their resilience and independence while working within a team to create a successful business.	
Assessment		Summer market. Students plan and execute their own business idea, taking on board the concept of risk and reward.	