

# Curriculum Overview – GCSE Business Y9

Unit Title	Learning	How can parents best support?
Component 1 – Exploring Enterprises (All of Year 9)  Term 1	<p><b><u>Learning aim A: Examine the characteristics of enterprises</u></b></p> <ul style="list-style-type: none"> <li>- A1 What is an enterprise?</li> <li>- A2 Types and characteristics of SME's</li> <li>- A3 The purpose of enterprises</li> <li>- A4 Entrepreneurs</li> </ul>	<p>Ensure students are researching the theory for their assignment in their own time and are completing homework. All tasks are accessible using the L drive.</p> <p>Encourage students to read the business section of a newspaper with a good business section – The Times, The Independent, The Financial Times or The Guardian. Additionally, Dragons Den and The Apprentice are great ways for pupils to gain business knowledge and familiarise themselves with the correct terminology.</p>
Term 2	<p><b><u>Learning aim B: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour</u></b></p> <ul style="list-style-type: none"> <li>- B1 Customer needs</li> <li>- B2 Using market research to understand customers</li> <li>- B3 Understanding competitors</li> </ul>	<p>Ensure students are researching the theory for their assignment in their own time and are completing homework. All tasks are accessible using the L drive.</p> <p>Encourage students to read the business section of a newspaper with a good business section – The Times, The Independent, The Financial Times or The Guardian. Additionally, Dragons Den and The Apprentice are great ways for pupils to gain business knowledge and familiarise themselves with the correct terminology.</p>



Term 3	<p><b><u>Learning aim C: Investigate the factors that contribute to the success of an enterprise</u></b></p> <ul style="list-style-type: none"><li>- C1 Internal factors</li><li>- C2 External factors</li><li>- C3 Situational analysis</li><li>- C4 Measuring the success of an SME</li></ul>	<p>Ensure students are researching the theory for their assignment in their own time and are completing homework. All tasks are accessible using the L drive.</p> <p>Encourage students to read the business section of a newspaper with a good business section – The Times, The Independent, The Financial Times or The Guardian. Additionally, Dragons Den and The Apprentice are great ways for pupils to gain business knowledge and familiarise themselves with the correct terminology.</p>
--------	---	--