

Year 9 Business, Economics and Enterprise Modules

Curriculum Map

4 ten week modules

Module	Coca Cola Challenge	Apprentice Challenge	Tenner Challenge	Ethical Challenge
Key Knowledge	<ul style="list-style-type: none"> • What is marketing? • Why is promotion important? • What is the product portfolio • Why is product design important • How do large businesses undertake meaningful market research • Why is branding important? • What is the difference between costs and revenue? • How do businesses calculate profit? 	<ul style="list-style-type: none"> • What is the role of incentives in the economy • What is a market? • How do changes in interest rates affect consumers and businesses? • How do changes in exchange rates affect consumers and businesses? • How is the UK economy linked to other economies? • What jobs exist within the financial sector? 	<ul style="list-style-type: none"> • What skills and characteristics are needed to be an Entrepreneur? • Where do the ideas come from? • Why is market research important for small businesses? • How can I predict my profits? • Why should I prepare a Business Plan 	<ul style="list-style-type: none"> • Must all businesses be profit making? • What is a social enterprise? • What are Business ethics? • What is CSR? • How are businesses affected by social media? • How can a business promote a brand online?
Main Activities	<p>Research into the role of marketing Group task to present a marketing campaign for Coca Cola</p>	<p>Range of discrete group activities such as: BP share trading Game Trading Game</p>	<p>Students work in groups to produce a business plan for a mini enterprise. They bid for seed finance and run their enterprise.</p>	<p>Students research not for profit organisations and. Business ethics and CSR in both small and large organisations. They then</p>

				create an online/ social media promotional campaign using ICT for their social enterprise idea
Key Skills:	ICT skills – creating a presentation Verbal presentation skills – delivering a presentation Research skills – using the internet effectively Teamwork and leadership – producing an end product in teams Numeracy – calculating revenue, costs and profits Creativity – coming up with an idea	Numeracy– share prices game Negotiations – team working Research – share prices/ exchange rates/ interest rates	Team working – agreeing on and running a business Selling/ pitching skills – convincing an investor to invest in their business Creativity – coming up with an idea Leadership – somebody will need to be MD	Research skills – researching social enterprises Evaluation skills – looking at importance of business ethics/ understanding the role of social media in promotions ICT skills – developing a social media promotional campaign Creativity – designing a campaign Presentation skills – presenting the campaign Team working skills
Literacy/Numeracy links	Literacy – verbal oracy Numeracy – calculating profits	Numeracy – calculating exchange rates/ share prices	Literacy – producing a business plan Numeracy –break even analysis and predicting profits – graphing future profits	Literacy – verbal presentation skills
Character Traits	Initiative Aspiration Confidence Resilience Integrity Tolerance	Initiative Aspiration Confidence Resilience Integrity Tolerance	Initiative Aspiration Confidence Resilience Integrity Tolerance	Initiative Aspiration Confidence Resilience Integrity Tolerance