

Year 9 Business, Economics and Enterprise Modules

Curriculum Map

4 ten week modules

Module	Apprentice Challenge	The Economic problem	Coca Cola Challenge	Ethical Challenge
Key Knowledge	<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 is the fundamental economic problem? What is opportunity cost? Can you distinguish between needs and wants? Who are the economic agents and what are their objectives? What is meant by demand and supply? What factors influence demand and supply? How do you classify the characteristics of a market? What is the process of purchasing property? 	<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"> 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?

		<ul style="list-style-type: none"> • What factors influence the purchasing of property? • How would you solve an economic problem such as a shortage in housing? 		
Main Activities	Range of discrete group activities such as: Creating a business plan Creating a marketing plan Creating financial forecasts	Range of discrete group activities such as: Economic market analysis presentations Debates on economic problems	Research into the role of marketing Group task to present a marketing campaign for Coca Cola	Students research not for profit organisations and. Business ethics and CSR in both small and large organisations. They then create an online/ social media promotional campaign using ICT for their social enterprise idea
Key Skills:	Numeracy– financial forecasting exchange rates/ interest rates 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	Numeracy– calculating interest Research & analysis - finding statistical data on markets and presenting findings ICT skills – creating a presentation Debating - speaking confidently with other who have opposing opinions	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	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

	Creativity – coming up with an idea			
Literacy/Numeracy links	Numeracy – calculating financial forecasts Literacy - verbal oracy	Numeracy – calculating interest rates Literacy - verbal oracy	Literacy – verbal oracy Numeracy – calculating 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