|  | **Topic** | **Key concept – what do I want the students to learn from this unit?** | **What knowledge will they acquire?** |
| --- | --- | --- | --- |
| **Year 9 Business overview** | | | |
| **Autumn 1/2** | **Enterprise Project** | What are the main considerations of developing a new business idea | **What an entrepreneur is, examples of successful small businesses, target market, products vs service, market research, costs, revenue & profit, sources of finance and legislation** |
| **Spring 1/2** | **Enterprise and Entrepreneurial ship** | What it takes to start a business from scratch.  The types of qualities and skills a person needs to be demonstrating | The importance of weighing up the risks and rewards. The importance of adding value to the product or service to encourage customers to buy. |
| **Summer 1/2** | **Spotting a business opportunity** | The importance of customers, knowing who your customers are, uses of market research, and the analysis of your intended market. The influence that being in a competitive market and/or having competitors has on a business’s operation processing strategies. | The skills of making sure your product or service meets the customer’s needs. Understanding the influence customers can have on the direction that your business can take for success. Students will study a number of industries and see how businesses shape their products and services based on what they are trying to achieve at that moment in time in relation to their competitors. |