

Subject Area: Business

Subject Leader: John Comiskey

Year 9

Term	Topics/ Content Overview	Key concepts/ core knowledge/ key vocabulary	Assessments/ checkpoints (where relevant)	Careers' Links
Autumn Term 1	Unit 1 – Starting a small business	Entrepreneur Reasons to start a business Business failure Business success Validity Franchise Aims and Objectives	STAR Assessment – Brand name, logo and objectives	Market Research Analyst
Autumn Term 2	Unit 1 – Starting a small business	USP Differentiation Location factors Profit Costs Social factors	STAR Assessment – Market Map and explanation	Digital Marketer
Spring Term 1	Unit 2 – Investigating Marketing Techniques	Marketing Branding Target Marketing Market Research	STAR Assessment – Promotional campaign and explanation	Sales Manager Market Research Analyst
Spring Term 2	Unit 2 – Investigating Marketing Techniques	Primary Research Secondary Research Quantitative & qualitative Marketing Mix	STAR Assessment – Marketing Mix	Marketing Manager Advertising
Summer Term 1	Unit 3 – Introduction to Retail	Visual Display Customer profile Planning Product placement	STAR Assessment – Plan a visual display	Retail management

Summer Term 2	Unit 3 – Introduction to Retail	Health & Safety Merchandising Store Layout	STAR ASSESSMENT – Create a visual display	Visual and Sales Consultant
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