

Year 9 Business and Enterprise

	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Content	Introduction to business activity.	Private Limited Comapny (LTD)	Cereal Project task 4	Marketing mix	Sources of finance	Recruitment & Selection
	Aims & Objectives	Public limited company (PLC)	Cereal Project task 5, 6 & 7	Business Sectors	Costs Fixed Variable, Total	Job Adverts
	Entrepreneurs - research, risk and reward	Franchise	Cereal Project task 8	Supply chain	Revenue and Profit	CV & Letter of Application
	Enterprises	Primary Market research	Evaluation	Method of production	Cash flows	Job description & Person Specification
	Business ownership sole trader	Secondary Market Research	Customer service and its importance	Upcycle Project	Break Even: Formula	Preparing for interviews
	Liability	Cereal Project task 1 & 2	Customer needs and wants	Business planning	Break Even: Charts	Interviews
	Business ownership Partnerships	Cereal Project task 2 & 3		Pitch		Who to emply and why
Assessment	End of unit assessmetnt	End of unit assessmetnt	End of unit assessmetnt	End of unit assessmetnt	End of unit assessmetnt	End of unit assessmetnt
Key words	Aims, Objectives, Entrepreneur, Enterprise, Sole trader, Partnerships, Deed of partnership, Unlimited liability, Limited liability, Franchise, Private limited company, Public limited company	Franchise, Private limited company, Public limited company Brand, Brand image, Research analysis, Competitors, Packaging, Logo, Quantitative data, Qualitative data, Open Questions, Closed questions,	Product planning, Advertising, Evaluation Primary market reseach, Secondary market research, Customer service, Innovation, Meeting customer needs, wants expectations, After sales service,	4 P's Price, Place, Product, Promotion, Primary, Secondary, Tertiary sectors, Batch and Flow production Business Plan, Marketing, Finance, Prototype, Upcycle,	Fixed, Variable, Total costs, Revenue, Profit, Working capital, Leasing, Venture capital, Cash flow statements/Forecasts, cash inflow, cash outflow, Break even graph, Formulas, Margin of safety	Recruitment, Candidate, job description, person specification, Interviewer, Interviewee, Curriculum Vitae, Letter of application, Personal statement