THE ABBEY SCHOOL
A BUSINESS & ENTERPRISE ACADEMY

Foundation Business Studies

Year 9

Scheme of Work 2026 - 2027

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Topics by term	Investigating Enterprise					
	Term 1	**Term 2**	**Term 3**	**Term 4**	**Term 5**	**Term 6**
Topics taught	What is a business and why do businesses exist? What is the difference between goods and services? How do businesses satisfy customer wants and needs? Why are customers important to a business? What makes someone a successful entrepreneur? Why do entrepreneurs take risks? How do businesses make profit? Why do some businesses succeed while others fail? How do businesses impact local communities?	What is business ownership? What are the main types of business ownership? What are the advantages and disadvantages of being a sole trader? Why do some people choose to form partnerships? What is a limited company and how does it operate? What is the difference between private and public limited companies? Why is liability important in business ownership? How does ownership affect decision-making in a business? Which type of ownership gives the most control? Why might a business change its ownership structure over time? How do real businesses choose the most suitable ownership type?	What is a business plan? Why is a business plan important for a new business? What are the main sections of a business plan? How do business objectives help a business succeed? What is a target market and why is it important? How can businesses identify customer needs and wants? Why is financial planning important in a business plan? What marketing strategies can businesses use to attract customers? How can entrepreneurs present business ideas clearly and effectively? What risks should businesses consider when planning? How do organisation and planning contribute to business success?	What is market research? Why do businesses carry out market research? What is the difference between primary and secondary research? What are the advantages of primary research? What are the advantages of secondary research? What are the disadvantages of primary research? What are the disadvantages of secondary research? Why is understanding customer needs important? How can market research reduce business risk? How does market research help businesses improve products? How can market research help businesses increase	Why do businesses create brands? How can a strong brand help a business succeed? What makes a brand memorable to customers? Why do businesses spend money on promotion and advertising? How does promotion influence customer decisions? Which types of promotion are most effective for different target markets? How do businesses use social media to promote products? What is a USP and why is it important? How can branding help a business compete against rivals? What are the advantages and disadvantages of different promotional methods? How do branding and promotion increase	Why is money important for a business? What is the difference between income, revenue, and profit? What happens when a business makes a loss? Why do businesses need to manage money carefully? What are the main costs businesses have to pay? How does budgeting help a business succeed? How do businesses decide on prices for products and services? What is the relationship between costs, pricing, and profit? Why is profitability important for business survival? How can poor financial decisions affect a business? Why do businesses monitor their

		Which type of business ownership is most suitable for different business goals? How does innovation help businesses grow? What skills are needed to run a successful business? How do businesses influence our daily lives?	How can a business plan help a business grow in the future?	sales and profit? Examples of primary and secondary market research methods?	sales and profit? How do businesses decide which promotional strategy to use?	finances regularly? How do financial decisions help businesses grow and achieve their aims?

Introduction to AQA GCSE Exam Board						
Specification o References	**Big questions**	**Topic area: main Items and learning objectives** **All: grades 1-3** **Most: grades 4-6** **Some: grades 7-9** **Examples**	**Outcomes**	**Key Terms/ concepts Literacy Numeracy**	**Assessment and homework tasks**	**Resources**
Term 1 Introduction to business						
Week 1	**Learning: Explore why do business exist**					
Learning: Introduction to business	• What is a business and why do businesses exist?	• Identify what a business is in simple terms • Understand that businesses exist to meet needs and wants • Recognise that businesses aim to make a profit • Explain the difference between goods and services • Explore familiar examples of businesses students use daily	**All (grades 1–3):** Define a business and give one example **Most (grades 4–6):** Explain two reasons why businesses exist (e.g. profit, meeting needs) **Some (grades 7–9):** Analyse different reasons businesses exist using real examples	Business Goods Services Needs Wants Customers Profit Enterprise	• Starter: Identify businesses students use • Class task: Sort goods vs services • Homework: Find a local business and explain why it exists (short paragraph) • Assessment: multiple choice quiz.	•PPT •Video clips from the BBC programme Dragons' Den
Week 2	**Learning: Differences between goods and services**					
Learning: Introduction to business	• What is the difference between goods and services? • Can you explain customers wants and needs? • Why customer is important for business?	• Identify what goods and services are • Explain the key differences between goods and services • Recognise examples of goods and services from everyday life • Understand how businesses provide goods, services, or both	**All (grades 1–3):** Identify goods and services with simple examples **Most (grades 4–6):** Explain the difference between goods and services clearly with examples **Some (grades 7–9):** Compare goods and services and analyse why a business	Goods Services Tangible Intangible Customer Business Product	• Starter: Match images to goods or services • Class task: Sort different businesses into goods/services/both • Mini case study: Local café (food vs service)	• PPT • Images of products and services • Local business examples (shops, cafés, hairdressers)

		• Explore why different businesses choose to sell goods or services	might choose one over the other		• Homework: List 5 goods and 5 services you use in a week • Assessment: 2-mark questions (Explain the difference between goods and services)	• BBC Bitesize video
Week 3	**Learning: Entrepreneurship. Skills and characteristics**					
Learning: Introduction to business	● Can you explain why entrepreneur has been successful? ● Can you identify the skills needed by a successful entrepreneur? ● Do you know how to develop entrepreneurial skills?	• Identify what an entrepreneur is • Understand key characteristics of successful entrepreneurs (e.g. risk-taking, creativity, resilience) • Explore the skills needed to run a business (communication, decision-making, problem-solving) • Recognise that entrepreneurs take risks to make profit • Apply knowledge to real-life entrepreneur examples	**All (grades 1–3):** Identify what an entrepreneur is and name one characteristic **Most (grades 4–6):** Describe key characteristics and skills of an entrepreneur with examples **Some (grades 7–9):** Explain how entrepreneurial skills help a business succeed using real examples	Entrepreneur Risk Creativity Resilience Innovation Decision-making Skills Characteristics Financial knowledge	• Starter: Identify famous entrepreneurs (e.g. Dragons' Den) • Class discussion: What makes a good entrepreneur? • Activity: Match skills to examples (e.g. problem-solving scenario) • Homework: Research one entrepreneur and list their key skills • Assessment: 4-mark question (Explain two characteristics of a successful entre	• PPT • Short video clip (e.g. Dragons' Den) • Entrepreneur profiles (simple case studies) • BBC Bitesize resource
Week 4	**Learning: Explore business success and failure**					

Learning: Introduction to business	• Why do some businesses succeed while others fail? • What factors influence business success?	• Identify reasons why businesses succeed (e.g. good customer service, strong marketing, quality products) • Identify reasons why businesses fail (e.g. poor financial management, lack of demand, high competition) • Understand the importance of customers in business success • Explore how decision-making affects outcomes • Apply knowledge using simple real-life business examples	**All (grades 1–3):** Identify one reason a business may succeed or fail **Most (grades 4–6):** Explain reasons why businesses succeed and fail using examples **Some (grades 7–9):** Analyse different factors affecting success and failure and apply to real businesses	Success Failure Profit Loss Customers Competition Quality Decision-making	Starter: Discuss why some shops close down • Class task: Sort factors into 'success' or 'failure' • Case study: Compare a successful vs failing business • Homework: Write a short explanation of why a business failed using example • Assessment: 2 and 4-mark question (state 2 characteristics of successful entrepreneur and Explain two reasons why businesses fail)	
Week 5	**Learning: Explore ideas how innovation helps business grow**					
Learning: Introduction to business	• How does innovation help businesses grow? • Why is it important for businesses to develop new ideas?	• Identify what innovation means in business • Understand how new ideas, products, or improvements can help a business grow • Explore examples of innovation (e.g. new products, technology, improvements to services) • Recognise the link between	**All (grades 1–3):** Identify what innovation is and give a simple example **Most (grades 4–6):** Explain how innovation helps a business grow using examples **Some (grades 7–9):** Analyse why innovation is important	Innovation Growth Product Improvement Technology Competition Profit	• Starter: Identify innovative products students use (phones, apps) • Class discussion: How have businesses improved over time? (talking about same phones, apps)	•PPT •Case study: entrepreneur Theo Paphitis invites small businesses to tweet business ideas

		innovation, competitiveness, and profit • Apply knowledge to familiar businesses (e.g. technology brands, fast food chains)	for staying competitive and increasing profit		• Activity: Match businesses to their innovations (e.g. Apple, McDonald's) • Homework: Find an example of a new product or innovation and explain how it helps the business grow • Assessment: multiple choice quiz and 4-mark question (Explain two benefits of innovation for business)	
Week 6	**Learning: Explore ideas how do business influence our daily lives**					
Learning: Introduction to business	• How do businesses influence our daily lives? • Why are businesses important to society?	• Identify ways businesses affect everyday life (shopping, food, transport, technology) • Understand how businesses provide goods and services we rely on • Explore how businesses create jobs and support communities • Recognise both positive and negative impacts of businesses (e.g. jobs vs pollution)	**All (grades 1–3):** Identify one way a business influences daily life **Most (grades 4–6):** Explain how businesses affect daily life with examples **Some (grades 7–9):** Analyse positive and negative impacts of businesses on individuals and communities	Business Goods Services Employment Community Economy Impact Environment	• Starter: List businesses used in one day • Class discussion: How would life change without businesses? • Activity: Mind map of how businesses influence life (food, transport, tech) • Homework: Write a short paragraph explaining how one business affects	• PPT • Examples of local businesses (e.g. shops, cafés) • Simple company examples (e.g. Tesco, small salon) • BBC Bitesize video

		• Apply knowledge to local and familiar businesses			your daily life • Assessment: multiples choice + 2mark + 4-mark exam style questions (Explain one way businesses influence daily life)	
Term 2 Business ownerships						
Week 1 & 2	**Learning: Business ownership types**					
Learning: Business ownerships	• What is business ownership? • What are the main types of business ownership?	• Identify what business ownership means • Recognise the main types of ownership (sole trader, partnership, limited company) • Understand that different ownership types suit different businesses • Explore simple examples of each ownership type • Begin to understand how ownership affects responsibility and decision-making	**All (grades 1–3):** Identify one type of business ownership **Most (grades 4–6):** Describe different types of business ownership with examples **Some (grades 7–9):** Explain why businesses choose different ownership types	Ownership Sole trader Partnership Limited company (LTD) Public Limited Company (PLC) SME Enterprise Business Responsibility Decision-making	• Starter: Match business names to owners (e.g. sole trader vs large company) • Class task: Create a table comparing ownership types • Discussion: Which type would you choose and why? • Homework: Research a real business and identify its ownership type. Explain benefits and drawback of that ownership. Would you recommend to change ownership? • **Assessment:** Multiple choice quiz	• PPT • Examples of local businesses (e.g. shops, cafés) • Simple company examples (e.g. Tesco, small salon) • BBC Bitesize video

Week 3	**Learning: Liability: why it is important for business**					
Learning: Business ownerships	• What is liability in business? • Why is liability important to business owners? • Limited unlimited liability. • What types of business has which one and how it's impacting business decisions.	• Identify what liability means in simple terms • Understand the difference between unlimited liability (sole trader/partnership) and limited liability (limited companies) • Recognise the risks of unlimited liability (personal assets at risk) • Understand how limited liability protects owners • Explore why liability influences business decisions and ownership choice	**All (grades 1–3):** Name **one type of business ownership** (e.g. sole trader or company) State if the owner is **responsible for debts or not** Understand in simple terms that **liability = who pays the debt** **Most (grades 4–6):** Describe **at least two types of business ownership** (e.g. sole trader and limited company) Explain the difference between **limited and unlimited liability** Give a simple example (e.g. a sole trader loses personal money if the business fails) **Some (grades 7–9):** Explain **why businesses choose different ownership types**	Liability Limited liability Unlimited liability Risk Debt Assets Owner	• Starter: Simple scenario (What happens if a business owes money?) • Class task: Sort examples into limited vs unlimited liability • Discussion: Would you risk your own money? Why? • Homework: Explain the difference between limited and unlimited liability in a short paragraph • Assessment: white mini boards with quick questions-answers.	• PPT • Simple scenarios (e.g. business in debt) • Diagram showing personal vs business finance • BBC Bitesize video

			Compare **risks of unlimited liability vs protection of limited liability** Link liability to real decisions (e.g. "A business owner may choose a limited company to protect personal assets") Use key terms correctly: **liability, risk, assets, debt**			
Weeks 4 and 5	**Learning : Decision making, control and changes of ownership over time**					
Learning: Business ownerships	• How does ownership affect decision-making in a business? • Which type of ownership gives the most control? • Why might a business change its ownership over time?	• Understand how decision-making differs between sole traders, partnerships, and limited companies • Identify which ownership types have more or less control • Explore how having more owners can lead to shared decisions • Understand reasons why businesses change ownership (e.g. growth, needing investment, reducing risk) • Apply knowledge using simple real-life business examples	**All (grades 1–3):** Identify who makes decisions in different business types **Most (grades 4–6):** Explain how ownership affects decision-making and control **Some (grades 7–9):** Analyse why businesses change ownership over time and justify different options	Decision-making Control Ownership Sole trader Partnership Limited company Growth Investment	• Starter: Who makes decisions in different businesses? (with given scenarios) • Class task: Rank ownership types by level of control • Discussion: Is it better to share decisions or be in full control? • Homework: Explain one reason a business might change ownership • Assessment: 4-mark question (Explain how ownership affects decision-making)	• PPT • Simple business scenarios • Comparison charts • BBC Bitesize vide

Weeks 6	**Learning: Ownerships for different business types**					
Learning: Business ownerships	• Which type of business ownership is most suitable for different businesses? • How do businesses choose the right ownership type?	• Identify that different businesses choose ownership based on size, risk, and goals • Match ownership types to different business examples (e.g. sole trader → small business, PLC → large company) • Understand how factors like control, finance, and risk influence decisions • Explore simple real-life examples (local shop vs national chain) • Apply knowledge to suggest suitable ownership types for different scenarios	**All (grades 1–3):** Identify a suitable ownership type for a simple business example **Most (grades 4–6):** Explain why a business would choose a particular ownership type **Some (grades 7–9):** Justify the most suitable ownership type for different businesses using reasoning	Ownership Sole trader Partnership Limited company PLC Risk Control Finance Growth	• Starter: Match businesses to ownership types (e.g. café, Amazon) • Class task: Case studies – choose the best ownership type and explain why • Discussion: What matters most – control, money or risk? • Homework: Describe which ownership type you would choose for your own business and why • Assessment: multiple choice quiz with open questions (2,4 marks)	• PPT • Case study scenarios •Images/examples of small and large businesses • BBC Bitesize video
Term 3 Business Plan						
Week 1	**Business plan, what is it and why it is needed for business**					
Learning: Business Plan	• What is a business plan? • Why is a business plan important for a new business?	• Identify what a business plan is in simple terms • Understand the purpose of a business plan (planning, organisation, reducing risk) • Recognise key features of a simple business plan (idea, target market, costs,	**All (grades 1–3):** Identify what a business plan is **Most (grades 4–6):** Explain why a business plan is important **Some (grades 7–9):** Analyse how a business plan helps	Business plan Planning Risk Target market Costs Marketing Idea	• Starter: What would you plan before starting a business? • Class task: Identify sections of a simple business plan • Activity: Create a	• PPT • Simple business plan template • Example business ideas • BBC Bitesize videos

		marketing) • Understand how planning helps businesses succeed • Apply knowledge by creating simple business ideas	reduce risk and support success		basic business idea plan • Homework: Write a short paragraph explaining why planning is important • Assessment: written task (create a quick, simple business plan for given business)	
Week 1	**Main sections and objectives of business plan**					
Learning: Business Plan	• What are the main sections of a business plan? • What should be included in business plan? • How business plan help to achieve its objectives?	• Identify the main sections of a business plan (business idea, target market, marketing, finance/costs) • Understand what business objectives are (goals such as making profit, growth, attracting customers) • Recognise why objectives are important for guiding decisions • Explore simple examples of business aims and objectives • Begin to link business plans to achieving success	**All (grades 1–3):** Identify one section of a business plan and one objective **Most (grades 4–6):** Describe key sections of a business plan and basic objectives **Some (grades 7–9):** Explain how objectives and planning help a business succeed	Business plan Objectives Goals Target market Marketing Costs Profit Growth	• Starter: What you should know before starting a business plan? • Class task: Match sections of a business plan to their purpose • Activity: Create simple objectives for a business idea • Homework: Write 2–3 financial and non-financial business objectives for your own business idea • Assessment: presentation for	• PPT • Simple business plan template • Example business ideas • BBC Bitesize vide

					business plan you have created	
Week 2	**Why financial planning in business plan is important**					
Learning: Business Plan	• Why is financial planning important in a business plan? • How does planning money help a business succeed?	• Identify what financial planning means in simple terms • Understand the importance of managing money when starting a business • Recognise different types of costs (e.g. start-up costs, running costs) • Understand how financial planning helps avoid loss and supports profit • Apply knowledge to simple business scenarios (e.g. budgeting for a small business idea)	**All (grades 1–3):** Identify what financial planning is and why it is needed **Most (grades 4–6):** Explain why financial planning is important for a business **Some (grades 7–9):** Analyse how good financial planning can help a business succeed and avoid problems	Financial planning Costs Budget Revenue Profit Loss Start-up costs Expenses	• Starter: What costs would you need to start a business? • Class task: Create a simple budget for a small business idea • Activity: Identify costs vs income in a scenario • Homework: Create a mini budget for your own business idea • **Assessment: Extended written task** – Students explain how financial planning helps a business succeed (structured paragraph with sentence starters)	• PPT • Budget template (simple table) • Example scenario (e.g. starting a small café) • BBC Bitesize video
Week 3	**Marketing strategies used in business plan**					
Learning: Business Plan	• What marketing strategies can businesses use to attract customers? • Why is marketing	• Identify what marketing means in simple terms • Understand the purpose of marketing (attracting and keeping customers) • Recognise basic marketing	**All (grades 1–3):** Identify one way a business can promote its product **Most (grades 4–6):** Describe different marketing strategies with examples	Marketing Promotion Advertising Social media Target market	• Starter: How do businesses advertise to you? • Class task: Match marketing strategies to businesses	• PPT • Examples of adverts (social media, posters) • Video clips

	important in a business plan?	strategies (advertising, social media, promotions, pricing) • Understand the importance of target market in marketing decisions • Apply knowledge by suggesting suitable marketing strategies for simple business ideas	**Some (grades 7–9):** Explain why certain marketing strategies are more effective for different target markets	Price Product	• Activity: Create a simple advert or social media post for a business idea • Homework: Design a basic promotion for your business idea (poster or short paragraph) • **Assessment: Creative task** – Create and explain a simple marketing strategy for a business idea	of marketing campaigns
Week 4	**What risks business should consider when planning**					
Learning: Business Plan	• What risks should businesses consider when planning? • How can planning reduce risk? • Why it is important for business to know and prevent possible risks?	• Identify what risk means in a business context • Understand common business risks (e.g. loss of money, competition, lack of customers) • Recognise financial risks such as high costs and low sales • Understand how planning helps reduce risks • Apply knowledge to simple business scenarios (e.g. starting a small business)	**All (grades 1–3):** Identify one type of business risk **Most (grades 4–6):** Explain different risks a business may face **Some (grades 7–9):** Analyse how planning can reduce business risks and improve success	Risk Loss Competition Costs Customers Planning Decision-making	• Starter: What could go wrong when starting a business? • Class task: Identify risks in different scenarios • Activity: Match risks to solutions (e.g. competition → better marketing) • Homework: Describe one risk and how a business could reduce it	• PPT • Scenario cards (e.g. café, shop, app business) • Risk matching activity worksheet

					• **Assessment: Scenario-based task** – Students are given a simple business idea and must identify possible risks and suggest solutions	
Week 5	**How organisation and planning contribute to business success**					
Learning: Business Plan	• How do organisation and planning help a business succeed? • Why is it important for businesses to be organised?	• Identify what organisation and planning mean in a business context • Understand how good planning helps businesses set goals and manage tasks • Recognise the importance of being organised (e.g. managing time, resources, money) • Explore how poor planning can lead to problems or failure • Apply knowledge to simple business scenarios and examples	**All (grades 1–3):** Identify one way planning helps a business **Most (grades 4–6):** Explain how organisation and planning support business success **Some (grades 7–9):** Analyse how good planning and organisation reduce risk and improve chances of success	Organisation Planning Goals Efficiency Time management Resources Success Risk	• Starter: What could go wrong without planning? • Class task: Organise steps for starting a business in the correct order • Activity: Identify examples of good vs poor planning • Homework: Write a short explanation of why organisation is important in business • **Assessment: Reflection task** – Students explain how planning helped (or could help) a business succeed using an example	• PPT • Sequencing activity cards • Simple business scenarios

Week 6	How can a business plan help a business grow in the future					
Learning: Business Plan	• How can a business plan help a business grow in the future? • Why is planning important for long-term success?	• Understand how a business plan supports future growth • Identify how planning helps businesses set long-term goals (e.g. expansion, increasing profit, attracting more customers) • Recognise how a business plan can help secure investment or funding • Explore how reviewing and updating plans helps businesses improve over time • Apply knowledge to simple examples of growing businesses	**All (grades 1–3):** Identify one way a business plan can help a business grow **Most (grades 4–6):** Explain how a business plan supports future growth **Some (grades 7–9):** Analyse how planning helps businesses expand, attract investment, and achieve long-term success	Growth Expansion Profit Investment Planning Goals Business plan Success	• Starter: How do businesses grow over time? • Class task: Identify ways a business can expand (new products, new locations) • Activity: Link parts of a business plan to growth (e.g. finance → investment) • Homework: Describe how your business idea could grow in the future • **Assessment: Application task** – Students explain how a business plan could help a given business grow (structured response)	• PPT • Case study (small business growing into a larger company) • Growth examples (e.g. local → national brand) • BBC Bitesize v
Term 4 Market research						
Week 1	What is market research					
Learning: Market research	• What is market research? • Why do businesses need to understand their customers?	• Identify what market research means in simple terms • Understand that market research helps businesses learn about customers	**All (grades 1–3):** Identify what market research is **Most (grades 4–6):** Explain why businesses carry out market research **Some (grades 7–9):** Analyse	Market research Customers Data Survey Feedback Decision-making	• Starter: How do businesses find out what you like? • Class task: Create simple survey questions	• PPT • Example questionnaire s • Survey templates

		• Recognise that research helps businesses make better decisions • Explore simple examples of research (e.g. asking customers, online surveys) • Apply knowledge to everyday business situations	how market research helps businesses make better decisions		• Activity: Conduct a mini class survey • Homework: Ask 3 people for feedback on a product and record answers • **Assessment: Practical task** – Students design and carry out a short survey and summarise results	
Week 2	**Primary and secondary market research methods**					
Learning: Market research	• What is the difference between primary and secondary market research? • What methods do businesses use to collect information?	• Identify what primary and secondary research mean in simple terms • Understand examples of primary research (surveys, interviews, questionnaires) • Understand examples of secondary research (internet research, reports, articles) • Recognise the differences between collecting new data and using existing data • Apply knowledge by selecting suitable research methods for simple business scenarios	**All (grades 1–3):** Identify one example of primary and secondary research **Most (grades 4–6):** Explain the difference between primary and secondary research with examples **Some (grades 7–9):** Analyse why a business might choose different research methods in different situations	Primary research Secondary research Survey Questionnaire Data Information Research	• Starter: Sort examples into primary or secondary research • Class task: Create simple survey questions (primary research) • Activity: Identify sources of secondary research (websites, articles) • Homework: Find one example of primary and one example of secondary research and describe them • **Assessment: Comparison task** –	• PPT • Sample questionnaire s • Internet examples of research sources

					Students explain the difference between primary and secondary research for given business example. And recommend at least 1 the most suitable primary and secondary market research method, with explanation why	
Week 3	**Primary and secondary market research advantages and disadvantages**					
Learning: Market research	• What are the advantages and disadvantages of primary and secondary research? • Which method is best for different businesses? • Which method is best for different businesses?	• Identify advantages of primary research (e.g. up-to-date, specific) • Identify disadvantages of primary research (e.g. time-consuming, expensive) • Identify advantages of secondary research (e.g. quick, low cost) • Identify disadvantages of secondary research (e.g. may be outdated, less specific) • Compare both types of research and understand when each is most useful • Apply knowledge to simple business scenarios	**All (grades 1–3):** Identify one advantage or disadvantage of each type of research **Most (grades 4–6):** Explain advantages and disadvantages of primary and secondary research **Some (grades 7–9):** Compare both methods and justify which is best in different situations	Primary research Secondary research Advantages Disadvantages Cost Time Data	• Starter: True or false statements about research methods • Class task: Complete a advantages vs disadvantages table • Activity: Decide which type of research suits different businesses • Homework: Write a short comparison of primary and secondary research • **Assessment: Decision-making**	• PPT • Comparison table worksheet • Scenario cards • BBC Bitesize video

					task – Venn diagram	
Week 4	**How can market research reduce business risks**					
Learning: Market research	• How can market research reduce business risks? What risks business could face? • Why is it important for businesses to understand customers before launching a product?	• Identify what risk means in business • Understand how market research helps businesses make informed decisions • Explore how research helps identify customer needs and preferences • Recognise how research can prevent mistakes (e.g. launching unwanted products, incorrect pricing) • Apply knowledge to simple business scenarios (e.g. testing an idea before launching)	**All (grades 1–3):** Identify one way market research can reduce risk **Most (grades 4–6):** Explain how market research helps businesses avoid problems **Some (grades 7–9):** Analyse how different types of research reduce risk and improve chances of success	Market research Risk Customers Data Decision-making Demand Feedback Focus groups Observations Success	• Starter: What could go wrong without research? • Class task: Match risks with how research can solve them • Activity: Scenario – decide what research a business should do before launching • Homework: Explain how research could help a new business idea succeed • **Assessment: Scenario-based task** – Students are given a business idea and must explain how market research could reduce risks before launch	• PPT • Scenario cards (e.g. new product launch) • Examples of failed products (simple case study) • BBC Bitesize video
Week 5 & 6	**How can market research help business improve products/services and increase sales**					

Learning: Market research	• How can market research help businesses improve products and services? • How can market research help increase sales and profit?	• Understand how customer feedback helps improve products and services • Identify how businesses use research to make changes (e.g. pricing, features, quality) • Recognise how understanding customer needs leads to better products • Explore how improved products/services can attract more customers • Understand how this leads to increased sales and profit • Apply knowledge to simple real-life examples and scenarios	**All (grades 1–3):** Identify one way market research can improve a product or service **Most (grades 4–6):** Explain how market research helps increase sales **Some (grades 7–9):** Analyse how improving products/services using research can lead to increased profit and business success	Market research Feedback Customers Product Service Sales Profit Improvement	• Starter: How do businesses know what customers want to change? • Class task: Suggest improvements based on customer feedback (scenario) • Activity: Link improvements → more customers → higher sales • Homework: Describe how a business could improve a product using feedback • **Assessment: Application task** – Students are given a product/service and customer feedback and must explain how improvements would increase sales	• PPT • Customer feedback examples • Product improvement scenarios (e.g. food, apps, services)
Term 5 Branding and promotions						
Week 1	**Branding and promotion: what is a brand?**					
Learning: Branding & Promotions	• What is a brand? • Why do businesses create brands?	• Identify what a brand is (overall image and identity of a business) • Understand that a brand includes logo, name, reputation, and customer	**All (grades 1–3):** Identify what a brand is **Most (grades 4–6):** Explain why branding is important to businesses **Some (grades 7–9):** Analyse	Brand Identity Reputation Customer loyalty Recognition Marketing	• Starter: Name as many brands as possible in 1 minute • Class task: Identify what makes brands recognisable	• PPT • Examples of popular brands • Short video on branding

		experience • Recognise characteristics of a strong brand (recognisable, consistent, memorable) • Understand why businesses create brands (to attract customers and build loyalty) • Apply knowledge to familiar brands (e.g. Nike, Apple, McDonald's)	how strong branding helps businesses attract customers and compete		• Activity: Analyse a well-known brand (what makes it successful?) • Homework: Describe your favourite brand and explain why it is successful • **Assessment: Explanation task** – Students explain how a brand helps a business attract and retain customers in extended writing	
Week 2 and 3	**Logo vs brand. Characteristics, specifics and importance**					
Learning: Branding & Promotions	• What is the difference between a logo and a brand? • Why are brands important to businesses?	• Identify what a logo is (symbol, image or design representing a business) • Identify what a brand is (overall image, reputation and identity of a business) • Understand key characteristics of a strong brand (recognisable,	**All (grades 1–3):** Identify the difference between a logo and a brand **Most (grades 4–6):** Explain why branding is important for a business **Some (grades 7–9):** Analyse how logos and branding help	Logo Brand Identity Reputation Customer loyalty Recognition Competition Social connection	• Starter: Identify famous logos (quick quiz) • Class task: Match logos to brands • Activity: Analyse what makes a brand successful • Homework:	• PPT • Images of well-known logos • Short video (branding examples) • BBC Bitesize resources

		consistent, memorable) • Recognise how logos support branding • Explore why branding is important (attracting customers, building loyalty, standing out from competitors) • Apply knowledge to well-known brands (e.g. Nike, McDonald's)	businesses attract customers and compete		Describe a brand you like and explain why it is memorable • **Assessment: Creative + explanation task** – Re-design a popular (well known) logo and explain how it represents a brand and how it will improve business sales and name	
Week 4 and 5	**Promotion: methods, advantages disadvantages. Traditional vs social media**					
Learning: Branding & Promotions	• What methods of promotion do businesses use? • What are the advantages and disadvantages of different promotional methods? • How does social media differ from traditional advertising?	• Identify different promotion methods (e.g. TV adverts, posters, social media, online ads) • Understand the difference between traditional promotion (TV, radio, print) and digital/social media promotion • Recognise advantages and disadvantages of each method (e.g. cost, reach, speed) • Understand how different methods suit different target markets • Apply knowledge to simple business scenarios	**All (grades 1–3):** Identify one type of promotion **Most (grades 4–6):** Explain advantages and disadvantages of different promotion methods **Some (grades 7–9):** Compare traditional and social media promotion and justify which is most effective in different situations	Promotion Advertising Social media Traditional media Target market Cost Reach	• Starter: How do businesses advertise to you? • Class task: Sort methods into traditional vs social media • Activity: Complete comparison table (advantages vs disadvantages) • Discussion: Which method is best for teenagers? Why? • Homework: Choose a business and explain which promotion method	•PPT •Statista, a statistics portal (www.statista.com/statistics/ • PPT • Examples of adverts (TV clips, Instagram posts) • Comparison table worksheet

					it should use • **Assessment: Comparison task** – Students compare traditional vs social media advertising and explain which is more effective for a given business. Create a short presentation	
Week 6	**UPS why it is important for business**					
Learning: Branding & Promotions	• What is a USP (Unique Selling Point)? • Why is having a USP important for a business	• Identify what a USP is (what makes a business or product different from others) • Understand how a USP helps a business stand out from competitors • Recognise examples of USPs (e.g. lowest price, highest quality, fastest service) • Explore how USPs attract customers and increase sales • Apply knowledge by suggesting USPs for simple business ideas	**All (grades 1–3):** Identify what a USP is with a simple example **Most (grades 4–6):** Explain why having a USP is important for a business **Some (grades 7–9):** Analyse how a strong USP helps a business compete and succeed	USP Unique Selling point Competition Customers Product Service Advantage	• Starter: Guess the brand from its USP (e.g. "Just Do It") • Class task: Match businesses to their USPs • Activity: Create a USP for a new business idea • Homework: Describe a business USP and explain why it is effective • **Assessment: Creative + explanation task** – Students design a business idea and explain their USP and how it will	• PPT • Examples of famous brands and slogans • Short video (advert examples)

					attract customers. Pitch to the class	
Term 6 Business finances						
Week 1	**Income, Revenue, Profit**					
Learning: Business finances	• What is the difference between income, revenue and profit? • Why are these important for a business?	• Identify what income, revenue and profit mean in simple terms • Understand that revenue is money coming into a business from sales • Understand that profit is what is left after costs are taken away • Recognise the difference between making profit and making a loss • Apply knowledge through simple calculations (e.g. revenue – costs = profit)	**All (grades 1–3):** Identify basic definitions of revenue and profit **Most (grades 4–6):** Explain the difference between income, revenue and profit with examples **Some (grades 7–9):** Calculate profit and analyse why profit is important for a business	Income Revenue Profit Loss Costs Sales Money	• Starter: What is the difference between money in and money left over? • Class task: Match definitions to key terms • Activity: Simple calculation tasks (revenue – costs = profit) • Homework: Complete a short worksheet with profit calculations • **Assessment: Numeracy task** – Students calculate revenue, costs and profit for simple business scenarios and explain results	• PPT • Calculation worksheet • Simple business scenarios (e.g. selling products) • BBC Bitesize video
Week 2	**Relationship between costs, pricing and profit**					
Learning: Business finances	• What is the relationship between costs, pricing and profit?	• Identify what costs, price and profit mean • Understand that profit = revenue – costs • Distinguish between fixed	**All (grades 1–3):** Identify fixed and variable costs with examples **Most (grades 4–6):** Explain how costs and pricing affect	Costs Fixed costs Variable costs Total costs Price	• Starter: Sort costs into fixed or variable (e.g. rent vs materials) • Class task:	• PPT • Calculation worksheet (fixed + variable costs)

	• What are fixed and variable costs?	costs (do not change, e.g. rent) and variable costs (change with output, e.g. materials) • Recognise that total costs = fixed costs + variable costs • Understand how pricing must cover costs to make profit • Explore how changing price or costs affects profit • Apply knowledge through simple calculations and real-life scenarios	profit **Some (grades 7–9):** Analyse how changes in costs (fixed/variable) and pricing decisions impact profit and business success	Revenue Profit Loss	Calculate total costs (fixed + variable) • Activity: Work out profit using different pricing scenarios • Homework: List 3 fixed and 3 variable costs for a business idea • **Assessment: Mixed calculation + explanation task** – Students calculate total costs, revenue and profit, then explain how changing price or costs affects profit	• Simple business scenarios (e.g. selling products)
Week 3	**How do business decide on prices for products and services?**					
Learning: Business finances	• How do businesses decide on prices for products and services? • What factors influence pricing decisions?	• Identify what pricing means in business • Understand that businesses must consider costs when setting prices (fixed and variable costs) • Recognise different pricing strategies (e.g. low price to attract customers, high price for quality image) • Understand the role of competition in pricing decisions	**All (grades 1–3):** Identify one factor that affects price **Most (grades 4–6):** Explain how costs, competition and customers influence pricing decisions **Some (grades 7–9):** Analyse how different pricing strategies impact sales, profit and business success	Price Pricing strategy Costs Competition Demand Customers Profit	• Starter: Why do some products cost more than others? • Class task: Match pricing strategies to examples (cheap vs premium products) • Activity: Decide pricing for a business scenario and justify choices • Homework: Explain how a	• PPT • Product examples (cheap vs expensive brands) • Pricing scenario cards

		• Recognise how customer demand affects pricing • Apply knowledge to simple real-life business scenarios			business sets its price using an example • **Assessment: Decision-making task** – Students choose a pricing strategy for a business and explain their reasoning	
Week 4	**How can poor financial decisions impact business?**					
Learning: Business finances	• How can poor financial decisions affect a business? • Why is it important to make good financial choices?	• Identify what financial decisions are in a business context • Understand examples of poor financial decisions (e.g. overspending, setting prices too low/high, not managing costs) • Recognise the consequences of poor decisions (e.g. losses, debt, business failure) • Understand the importance of careful planning and budgeting • Apply knowledge to simple business scenarios and suggest improvements	**All (grades 1–3):** Identify one poor financial decision and its impact **Most (grades 4–6):** Explain how poor financial decisions can lead to problems for a business **Some (grades 7–9):** Analyse how different financial decisions impact business survival and success and suggest improvements	Financial decisions Costs Pricing Profit Loss Debt Budget Risk	• Starter: What could go wrong if a business spends too much money? • Class task: Identify poor decisions in business scenarios • Activity: Suggest better financial decisions for each scenario • Homework: Write a short explanation of one poor financial decision and its impact • **Assessment: Scenario-based evaluation task** – Students analyse a business situation with poor financial	• PPT • Scenario cards (e.g. pricing too low, high costs) • Simple financial examples

					choices and explain the impact, then suggest how it could be improved	
	End of Year Exam					
Week 5	**Why do business monitor their finances regularly?**					
Learning: Business finances	• Why do businesses monitor their finances regularly? • What can happen if businesses do not check their finances?	• Identify what financial monitoring means in simple terms • Understand why businesses track income, costs, and profit regularly • Recognise how monitoring helps identify problems early (e.g. losses, high costs) • Understand how financial information helps businesses make better decisions • Explore how regular monitoring supports business survival and growth • Apply knowledge to simple business scenarios	**All (grades 1–3):** Identify one reason businesses monitor finances **Most (grades 4–6):** Explain why monitoring finances is important for a business **Some (grades 7–9):** Analyse how regular financial monitoring helps businesses avoid problems and improve performance	Finance Monitor Costs Revenue Profit Loss Budget Decision-making	• Starter: Why is it important to check your own spending? • Class task: Identify problems from simple financial data (e.g. costs increasing) • Activity: Suggest actions a business could take based on financial results • Homework: Explain why monitoring money is important for a business • **Assessment: Scenario-based analysis task** – Students are given financial information and must explain what is happening and suggest improvements	• PPT • Simple financial data tables • Business scenarios (e.g. shop making a loss)
Week 6	**What are main business costs and happens when business makes loss?**					

Learning: Business finances	• What are the main costs businesses have to pay? • What happens when a business makes a loss?	• Identify different types of business costs (e.g. rent, wages, materials, utilities) • Understand the difference between fixed costs (do not change) and variable costs (change with output) • Recognise that businesses need to cover costs to make profit • Understand what a loss is (costs are higher than revenue) • Explore consequences of making a loss (e.g. debt, closing down, reducing costs) • Apply knowledge to simple business scenarios	**All (grades 1–3):** Identify examples of business costs and what a loss is **Most (grades 4–6):** Explain different types of costs and what happens when a business makes a loss **Some (grades 7–9):** Analyse how high costs or low sales can lead to losses and affect business survival	Costs Fixed costs Variable costs Revenue Profit Loss Expenses Debt	• Starter: What costs would a business have? (brainstorm) • Class task: Sort costs into fixed and variable • Activity: Scenario – calculate if a business makes profit or loss • Discussion: What could a business do if it makes a loss? • Homework: Describe what happens when a business makes a loss • **Assessment: Scenario + explanation task** – Students are given a business situation and must identify costs, calculate profit/loss, and explain consequences	• PPT • Cost sorting activity • Simple calculation worksheet • Business scenarios (e.g. café or small shop)