

Year 9 Business Studies Curriculum

Spring Term 2018-19



Curriculum Content	Assessment	What homework will they have?	I'm not an expert, so how can I help?
What will my child be studying this term? <ul style="list-style-type: none">• What are customer needs?• Why is market research important?• How are markets segmented?• What is market mapping?	Assessment will be one assessment at the end of the term	Students will be given a homework book to work through. Homework is set every two weeks. The homework will be research and knowledge based. Homework will require 2 hours of independent work.	Extended Learning will be included with each homework task every two weeks. If students wish to complete this they can hand it in with their homework. Additionally students are encouraged to read the business news and keep up to date with current affairs.
Content covered: Theme 1 1.2 spotting a business opportunity			
Literacy and numeracy: Key terms – Market segmentation, focus group, primary and secondary research, quantitative and qualitative data. Basic maths to calculate business finance			
What can I do to help my child? Test them using the Revision Guide called 'Revise Edexcel GCSE Business 9-1 Revision Guide' by Pearson Education Books.			
Additional resources and details of core texts used: 'Revise Edexcel GCSE Business 9-1 Revision Guide' by Pearson Education Books.			
Where can I get more advice? Mr A Qureshi (Curriculum Leader) – aqureshi@stratfordschool.co.uk . Please include the name of your child's teacher so the message can be forwarded appropriately.			