



Year 9 Business- Cultural Capital Course Outline 2019- 2020

Students have 1 lesson per cycle/fortnight		
	Topic and approximate duration	Key learning areas
Autumn Term 1	Introduction into Business & Cultural Capital	In this term students are introduced to the dynamic nature of business in relation to what makes a business. Students will explore how and why business ideas come about to start a business recognising changes in society and our environment. We will also explore how and why some products and services are becoming obsolete and causing businesses to fail. They also explore rewards of business activity and how that results in business growth.
Autumn Term 2	Exploring Business Activity & Cultural Capital	In this term students will explore the role of business enterprise and the different types of ownership. They will analyse the different aims and objectives of businesses and the risks and rewards that entrepreneurs may face. Our students will identify and discuss what makes a business successful by looking at various successful case study examples.
Spring Term 1	Globalisation of Business & Cultural Capital	In this term our students will identify various issues and impacts of globalisation as a result of business activity. Our students will learn about globalisation and how businesses have contributed to globalisation. Students will identify how the use of technology has also impacted globalisation and the issues businesses and globalisation has impacted our environment.
Spring Term 2	Ethics of Business & Cultural Capital	In this short term our students will explore the concept of 'ethics'. Our students will explore the issues of the gender pay gap and fair-trade and BLM/BIPOC.
Summer Term 1	Changes of Business Activity & Cultural Capital	In this term our students will explore various topics in relation to business and look at different business case study examples. Students will explore the use of social media and how this has impacted business activity. Students will explore the concepts, changes and the power of branding. Our students will also be able to identify the changes in consumer activity to reflect the changes in corporate social responsibility.

Students begin GCSE option subjects in Summer Term 2