



The Fisher Way: Curriculum



The Fisher Way aims to educate and inspire with joy, faith and love because we are an inclusive Catholic community.

Successful and resilient learners who aspire to and achieve excellence

Confident individuals who can explore and communicate effectively

Responsible citizens who are active, loving and wise in all their endeavours

Subject	NCFE Business and Enterprise
Year Group	Year 9

Intent

Successful and resilient learners:

The Business and Enterprise course develops students into being enterprising individuals with the ability to think commercially.

Confident individuals:

Develops students to become effective and independent learners , as well as being critical and reflective thinkers with enquiring minds

Responsible citizens:

Creates students that are able to investigate and analyse real business opportunities and issues and can construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business.

Narrative

Students start the course by exploring one of the most popular topics in Business, Marketing. Here they investigate into the Marketing Mix, look at different types of Market Research Methods before undertaking their own market research activity. From here we use the Young Enterprise Tenner challenge to drive investigations into Entrepreneurs and their motivations. Each student has the opportunity to set up and run their own business during the month of March.

Half term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Knowledge (topics studied)	Marketing Mix	Market Research, Market Types and Orientation Types	Entrepreneurial Characteristics and Skills, Business aims and objectives & Legal Structures	Organisational Structures and Stakeholder Engagement	Outsourcing, Lean Production and Maintaining and Improving Quality	Production Methods (Job, Batch and Flow)
Key skills	Apply the Marketing Mix (Product, Place, Price & Promotion) to a really life Product	Carry out Market Research Activities	Key Skills needed to be an Entrepreneur	Internal and External Stakeholders and their influence on the Business	Why production methods within the UK now incorporate Japanese Methods	Which type of production is most suitable for different product types
Cultural capital	Pricing Strategies used within Businesses		How to set up different types of Business Structures	Different between Redundancy and Dismissal	How workers payment methods affect quality of a product	The Production Methods used by various well known organisations
Assessment	Examinations Questions On: <ul style="list-style-type: none"> Product Place Price Promotion 	Examination Questions On: <ul style="list-style-type: none"> Market Research Mass verses niche marketing Market Verses Product Orientation 	Exam Questions on: <ul style="list-style-type: none"> Entrepreneurs Business Aims and Objectives Legal Business Strucuture Organisatio nal Structure 	Exam Questions On <ul style="list-style-type: none"> Stakeholder Engagement End of Unit Test for LO1	Exam Questions on <ul style="list-style-type: none"> Outsourcing Lean Production 	Exam Questions on: <ul style="list-style-type: none"> Prodcution Methods End of Unit Test for LO3

		End of Unit Test for LO2				
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