

BBG Academy Curriculum 2025-2026 – Business – Year 9

This document contains details of how the subject is sequenced over the years of delivery. Included are assessment points and the prior learning that will be included in these assessments. It also includes where topics are revisited to maximise student retrieval and retention. Along with curriculum content, opportunities to develop links with careers are also identified in order to bring the relevance of the curriculum into the wider life context.

Curriculum Intent Statement

The Business department offers a varied curriculum providing students with lots of opportunities to develop both academically and personally. We deliver valuable academic rigour across all courses whilst providing students with opportunities to gain and enhance vital employability skills. By allowing students to actively engage in a variety of learning experiences, we hope to support all students to develop into well rounded individuals ready for the next step of their academic and career journey.

Assessment week 1 – 08.12.2025

Assessment week 2 – 23.03.2026

Year 9 Business Scheme of Work – Challenge Projects

Pre-Project Learning

Week	Business Theme	Knowledge	Knowing how to	Possible Activity	Key Vocabulary	Possible Misconceptions	Key Learning Takeaways	Assessment
J1 23.6	Pre-Project1	What is a business? Needs vs Wants	Explain the difference between needs and wants. Describe the purpose of business activity.	Class discussion, needs vs wants card sort, create business idea from both categories.	Business, Goods, Services, Needs, Wants	Thinking all businesses only sell goods. Confusing wants with needs.	Be able to explain the difference between needs and wants. Be able to describe the purpose of various business activities.	

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J2 30.6	Pre-Project2	Entrepreneurial Traits	Identify key characteristics of entrepreneurs. Reflect on your own entrepreneurial potential.	Case study on eg Branson, Musk, Sugar - trait identification task, design a 'business hero' profile.	Entrepreneur, Innovation, Risk, Resilience, Leadership	Assuming all entrepreneurs are wealthy. Believing only extroverts can succeed.	Be able to identify key characteristics of entrepreneurs. To be able to reflect on your own entrepreneurial potential.	
J3 7.7	Pre-Project3	Marketing Mix Quick 1	Explore how the Product element affects business strategy. Explore how the Price element affects business strategy.	Case study comparisons, campaign design task, branding analysis. Case study comparisons, campaign design task, branding analysis.	USP, Segment, Market, Cost-plus, competitive, skimming, prestige pricing	Overgeneralising the impact of product features. Overgeneralising the impact of price points.	To know how the Product element affects business strategy. To know how the Price element affects business strategy.	
J4 14.7	Pre-Project 4	Marketing Mix Quick 2	Explore how the Promotion element affects business strategy. Explore how the Place element	Case study comparisons, campaign design task, branding analysis.	Slogan, Segment, Market Retailer, Segment, Market	Overgeneralising the impact of advertising. Overgeneralising the impact of distribution.	To know how the Promotion element affects business strategy.	

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			affects business strategy.				To know how the Place element affects business strategy.	
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Subscription Box Challenge

Term 1 Week	Business Theme	Knowledge	Knowing how to	Possible Activity	Key Vocabulary	Possible Misconceptions	Key Learning Takeaways	Assessment
Week 1 25.8	Subscription Box Challenge	Introduction to subscription businesses	Work in teams and explore box ideas	Research popular subscription services and brainstorm ideas (Mindmap / Moodboard)	subscription, niche, innovation	Subscription means regular payment only	Understand how subscription boxes solve niche problems	Formative assessment: Intro to Business - test
Week 2 1.9	Subscription Box Challenge	Market research skills	Design and analyse a questionnaire	Create and run a survey on box themes. Distribute the surveys (How?)	market research, survey, customer profile	Primary research is always accurate	Design questions to discover real customer preferences	
Week 3 8.9	Subscription Box Challenge	Identifying a target market	Select a final idea and define your target audience	Create a user persona and justify your choice	target market, USP, persona	All customers have the same needs	Recognise the importance of customer focus	

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Week 4 15.9	Subscription Box Challenge	Product design and pricing	Price products using cost-plus and value-based approaches	Design your box contents and pricing structure	cost-plus pricing, profit margin	Lower prices always attract more customers	Understand pricing methods and their use	
Week 5 22.9	Subscription Box Challenge	Promotional mix	Plan a promotional campaign	Design two marketing materials (poster, web ad, social post)	promotion, advertising, digital media	Promotion is just advertising	Use the promotional mix effectively	
Week 6 29.9	Subscription Box Challenge	Team planning	Create a group action plan	Assign roles and timelines for production and promotion	team roles, project planning	One person should do everything	Collaboration improves project outcomes	
Week 7 6.10	Subscription Box Challenge	Pitch preparation	Organise pitch content and visuals Produce a subscription Box	Rehearse your pitch and finalise visual aids Create subscription Box	pitch, presentation skills	Pitches are just reading slides	Structure and confidence influence pitch success	
Week 8 13.10	Subscription Box Challenge	Pitch preparation 2	Organise pitch content and visuals Produce a subscription Box	Rehearse your pitch and finalise visual aids Create subscription Box	pitch, presentation skills	Pitches are just reading slides	Structure and confidence influence pitch success	

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Week 9 3.11	Subscription Box Challenge	Pitch preparation	Organise pitch content and visuals Produce a subscription Box	Rehearse your pitch and finalise visual aids Create subscription Box	pitch, presentation skills	Pitches are just reading slides	Structure and confidence influence pitch success	
Week 10 10.11	Subscription Box Challenge	Pitch preparation 2	Organise pitch content and visuals Produce a subscription Box	Rehearse your pitch and finalise visual aids Create subscription Box	pitch, presentation skills	Pitches are just reading slides	Structure and confidence influence pitch success	
Week 11 17.11	Subscription Box Challenge	Pitch delivery	Communicate ideas clearly	Deliver pitch to teacher panel	confidence, communication	It's about the product only	Pitch delivery impacts decisions	
Week 12 24.11	Subscription Box Challenge	Evaluation of ideas	Gather and respond to feedback	Peer feedback and revisions	feedback, iteration	Feedback is always criticism	Use feedback to improve work	
Week 13 01.12	Subscription Box Challenge	Reflection	Evaluate team project and your contribution	Write a report reflecting on your learning	reflection, evaluation	Reflection is just retelling	Reflection helps embed understanding	
Week 14 8.12	Contingency / Assessment Week 1							Assessment Week 1 Summative assessment:

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								OVERALL YEAR 9 Assessment (All content so far)
Week 15 15.12	Contingency							

Hotel Management Challenge

Term 2 Week	Business Theme	Knowledge	Knowing how to	Possible Activities	Key Vocabulary	Possible Misconceptions	Key Learning Takeaways	Assessment
Week 1 5.1	Hotel Manager Challenge 1.Careers in the Hotel Industry	To be able to Identify a range of job roles within the hotel and hospitality sector - Analyse real-world job advertisements to understand key components and language used	Analyse hotel departments and customer needs	E: Image-based job role warm-up. X: Teacher models FOH/BOH. Xpl: Students analyse adverts. A: Create own advert. F: Peer review. R: Exit question about advert effectiveness.	Hospitality, Role, Responsibility, Advertisement , FOH/BOH	All hotels are the same	Hotels vary in size, focus, and structure	

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		<ul style="list-style-type: none"> - Discuss the responsibilities and required skills for various hotel positions - Evaluate what makes a job advert effective in attracting suitable candidates - Design a creative and informative job advertisement for a chosen hotel role 						
Week 2 12.1	Hotel Manager Challenge 2.Writing Effective Job Applications	<ul style="list-style-type: none"> - Understand the purpose and structure of a job application form - Complete a detailed application form for a selected hotel position using realistic personal details - Understand the importance of accuracy, neatness, and 	<p>E: Evaluate adverts from Lesson 1. X: Model form sections. Xpl: Missing detail task. A: Complete application form. F: Peer check for accuracy. R: Why accuracy matters.</p>	<p>Plan ways to increase bookings in quiet seasons</p> <p>E: Evaluate adverts from Lesson 1. X: Model form sections. Xpl: Missing detail task. A: Complete application form. F: Peer check for accuracy. R: Why accuracy matters.</p>	Application, Accuracy, Detail, Eligibility	Revenue is only from rooms	Revenue can come from many sources	

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		completeness in applications						
Week 3 19.1	Hotel Manager Challenge 3. Interview Preparation	<ul style="list-style-type: none"> - Recap the job application process and key sections of an application form - Quiz: Match common interview questions to appropriate job roles - Learn the key qualities of a successful interviewee in the hospitality industry - Explore top tips for interview behaviour, dress, and communication - Participate in mock interviews based on previously submitted applications 	Understand interview expectations; practise responses; demonstrate professional behaviour.	<p>E: Good vs poor interview video. X: Model body language & tone. Xpl: Match questions to roles. A: Mock interviews. F: Feedback sheets. R: What was the hardest part?</p>	Interview, Professionalism, Confidence, Communication	HR just fires staff	HR supports staff success	

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<p>Week 4 26.1</p>	<p>Hotel Manager Challenge</p> <p>4.Organisation Structures in Hotels</p>	<ul style="list-style-type: none"> - Recap interview outcomes and responsibilities of different hotel roles - Quiz: Match job titles to correct departments in a hotel - Define what an organisation chart is and its purpose in business - Construct a hierarchical chart for a hotel using cut-and-place job titles - Analyse reporting lines and team structures within a hospitality setting 	<p>Understand hotel hierarchy; identify departments; build organisation chart.</p>	<p>E: Rank roles. X: Teach hierarchy & departments. Xpl: Definition match. A: Build org chart. F: Teacher checks structure. R: Why does hierarchy matter?</p>	<p>Hierarchy, Structure, Department, Reporting</p>	<p>Belief that all staff report directly to the manager.</p>	<p>Break-even helps plan pricing and costs</p>	
<p>Week 5 2.2</p>	<p>Hotel Manager Challenge</p> <p>5. Customer Service</p>	<p>Define customer service; use L.A.S.T method; handle complaints effectively.</p>	<p>Define customer service</p>	<p>E: Discuss service experiences. X: Teach 5 service steps. Xpl: Good vs poor examples. A: Complaint role-play. F: Peer scoring.</p>	<p>Service, Empathy, Complaint, L.A.S.T.</p>	<p>Assuming apologising = admitting fault.</p>	<p>Teacher observation of role-play.</p>	

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				R: What changes unhappy guests into loyal ones?				
Week 6 9.2	Hotel Manager Challenge	<p>6. Understanding Wages and Costs</p> <ul style="list-style-type: none"> - Explain the difference between gross and net pay in employee wages - Calculate weekly and monthly wages for different hotel positions using realistic rates - Discuss the impact of staffing costs on a hotel's overall budget 	<p>Calculate wages; distinguish gross/net pay; understand staffing costs.</p>	<p>E: Guess-the-wage task. X: Teach gross/net. Xpl: Wage estimation challenge. A: Wage calculations. F: Peer marking. R: Why are wages biggest hotel expense?</p>	Wage, Gross, Net, Budget, Expense	Assuming apologising = admitting fault.	Brand is about values and audience	
Week 7 23.2	Hotel Manager Challenge 7. Designing a Hotel Marketing Leaflet	<ul style="list-style-type: none"> - Explore the purpose and design principles of marketing leaflets - Use digital tools to create an attractive hotel leaflet promoting services and facilities - Apply branding, layout, and persuasive language 	<p>Apply all knowledge to real-world scenarios</p>	<p>E: Compare leaflets. X: Teach layout, branding, audience. Xpl: Analyse Ritz example. A: Create leaflet. F: Gallery walk. R: How did leaflet target audience?</p>	Marketing, Branding, Promotion, Audience	Thinking more text = better leaflet.	Leaflet design quality vs criteria.	

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		to target a customer demographic						
Week 8 2.3	Hotel Manager Challenge 8. Customer Expectations	Analyse customer expectations; understand satisfaction; design service standards.	Analyse customer expectations; understand satisfaction; design service standards.	E: Promise vs reality task. X: Teach service expectations. Xpl: Service quality match. A: Design hotel service charter. F: Team presentations. R: Why feedback matters?	Expectation, Satisfaction, Feedback, Standards	Believing marketing alone drives satisfaction.	Service charter assessed for clarity.	
Week 9 9.3	Hotel Manager Challenge 9. Hotel Simulation	Assign team roles; set goals; begin decision-making.	Launch hotel simulation; assign team roles; set goals; begin decision-making.	E: Simulation reveal. X: Explain roles. Xpl: Example staffing choices. A: Hire staff & set wages. F: Teacher feasibility check. R: What is our advantage?	Simulation, Objective, Staffing, Management	Teams may set unrealistic goals.	Staffing plan assessed for realism.	
Week 10 16.3	Hotel Manager Challenge 10. Operational Challenges and Finance	Respond to operational challenges; manage staffing; record decision impact. Analyse revenue/expenditure; calculate profit; make financial decisions.	Review spending and suggest efficiencies	E: Crisis warm-up. X: Model operations. Xpl: Challenge cards. A: Decision log completion. F: Mini conferences. R: How did decisions affect satisfaction? E: Why did profit drop? X: Teach revenue/expenditure. Xpl: Seaview Inn example. A: Calculate team profit + adjust strategy. F: Present financial justification.	Operations, Efficiency, Challenge, Response Revenue, Profit, Expenditure, Budgeting	Assuming cheapest solution is always best. Thinking profit = revenue.	Cost control must be balanced	

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Week 11 23.3	Evaluation	Review simulation results; evaluate performance; prepare and deliver investor pitch.		E: Reveal team results. X: Teach performance review. Xpl: Reflection sheet. A: Build investor pitch. F: Peer pitch critique. R: What would we change next time?	Review, Performance, Strategy, Investment	Believing in high prices always increases profit.		Assessment Week 2 Summative assessment: OVERALL YEAR 9 Assessment (All content so far)
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School Fair Project

Term 3 Week	Business Theme	Knowledge	Knowing how to	Possible Activity	Key Vocabulary	Possible Misconceptions	Key Learning Takeaways	Assessment
Week 1 13.4	School Fair Project	Group Planning Event planning introduction	Group Action Plan Generate stall ideas in groups	Roles within the team Brainstorm and shortlist 3 viable stalls	event planning, stall, budget	All ideas are affordable	Viability is key to success	
Week 2 20.4	School Fair Project	Market research	Use surveys to decide your stall idea	Design and conduct peer surveys	research, feedback, trends	Your idea must be unique	Fit to audience matters more	

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Week 3 27.4	School Fair Project	Finance and costing	Create a simple budget and pricing strategy	Use £20 to plan stock, price, and profit margin	budget, cost, pricing	Spending all budget is best	Maximise value not cost	
Week 4 4.5	School Fair Project	Promotion - Promotional mix	Design materials to advertise your stall Pitch delivered to teacher and class.	Create posters, social media and word-of-mouth strategy	promotion, audience, method	Posters are enough	Reaching your audience matters	
Week 5 11.5	School Fair Project	Health and safety	Create a risk assessment for your stall	Complete and populate template for event hazards and controls	risk, hazard, control	Risk assessments are optional	They protect participants and school	
Week 6 18.5	School Fair Project	Fair preparation	Finalise your stall and materials	Check your inventory, budget and layout plan	logistics, final check	Prep ends on the day	Preparation improves outcomes	
Week 7 25.5	School Fair Project	Fair preparation 2	Finalise your stall and materials	Check your inventory, budget and layout plan	logistics, final check	Prep ends on the day	Preparation improves outcomes	

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Week 8 1.6	School Fair Project	Running the fair	Manage your stall and interact with customers	Run event in sports hall, sell goods and record takings	sales, service, communication	Fun matters more than money	Balance fun and fundraising	
Week 9 8.6	School Fair Project	Counting and analysis / Final Reflection	Count earnings and reflect on outcomes Write a full evaluation of the project	Compare profit to budget and record key reflections Reflect on planning, teamwork and event outcomes	profit, performance Reflect on planning, teamwork and event outcomes	Profit = success Only results matter	Success includes planning, team, delivery Process reveals more than outcomes	