

## BUSINESS LONG TERM PLANNING 2023-24: Year 7

AUTUMN TERM 1: SEPT - OCT	AUTUMN TERM 2: OCT - DEC	WINTER TERM 1: JAN - FEB
<i>Economic concepts</i>	<i>Supply and Demand</i>	<i>Resources</i>
<p><b>AO: To develop an understanding of the four key economic concepts-scarcity, supply and demand, cost and benefits and incentives.</b> Pupils will examine the unique features of business and its many different aspects in order to explain business decisions. Topics: 1- Basic Economy Concepts 2- Project on how supply and demand has been affected by coronavirus. 3- Factors of Production. 4- Stakeholders. 5- Roles of accounting. 6- Revision and end of topic test.</p> <p>Main text:</p>	<p><b>AO: To explain</b> the concept of opportunity cost, and the key determinants of supply and demand. Pupils will examine how to use the supply-demand framework to explain and predict market outcomes. Topics: 1- Primary, secondary, and tertiary market features. 2- Supply and demand. 3- Price. 4- Competition in the market economy. 5- The role of producers. 6- Role of operation and the labour market. 7- Revision and end of topic test.</p> <p>Main text:</p>	<p><b>AO: To analyse what a resource is- in the context of business and economics.</b> Pupils will examine the factors necessary to accomplish a goal or carry out an activity. Topics: 1- Allocation of resources. 2- Labour market influence. 3- Role of money and financial markets. 4- Setting up a business. 5- Selling stock.</p> <p>Main text:</p>
WINTER TERM 2: FEB - MAR	SPRING TERM 1: APR - MAY	SPRING TERM 2: JUN - JUL
<i>The Young Money Challenge</i>	<i>Marketing</i>	<i>Going Global</i>
<p><b>AO: To work independently or as part of a team to complete an in-depth task to a deadline.</b> Pupils will build a business outline with specific parameters to achieve a set goal. Topics: This half term is dedicated to entering and completing this year's 'The Young Money Challenge'. - Details can be added when the challenge is submitted online. The Challenge is an annual programme that encourages children and young people to consider the connection between money management and wider issues affecting local and global communities.</p> <p>Main text:</p>	<p><b>AO: To</b> introduce students to the business activities that are designed to plan, price, promote, and place goods/services for current and potential customers. Pupils will use primary resources to research and analyse data driven business decisions. Topics: 1. Investigating Marketing Ansoff Matrix 2. Primary research 3. Secondary research 4. Pricing 5. Distribution 6. Video game marketing</p> <p>Main text:</p>	<p><b>AO: To understand why globalisation is important for the growth of business in the modern era.</b> Pupils will examine how Globalisation has enabled the growth of large multinational companies. Topics: 1- Multinational companies. 2- Nationalisation. 3- Privatization. 4- Types of Banks. 5- Evolution of money. 6- Revision and 7- Main text:</p>