

Year 13 Business Spring Overview

Spring Term curriculum

During the spring term we will be studying Market Research. They will use this knowledge to write two final pieces of coursework which will help determine their final grade for the course.

We will begin by revisiting previous knowledge on the types of market research studied in Year 12. This will include both primary and secondary research. We will look at the advantages and disadvantages of each. Students will then be given a scenario to consider and will use market research techniques to undertake analysis.

Building upon the knowledge they gained in previous studies of Business, Students will undertake their own market research to present, interpret and analyse their data fully. We will extend this further to look at mean, mode, median of their data obtained as well as confidence levels.

We will look at current market developments which may affect their business being studied for example COVID and Brexit.

Subject to exam board decisions upon which we are currently awaiting we will then begin to revisit Unit 2 and/ or Unit 3 if necessary, in preparation for any resits which students may need to take.

By the end of the Spring term, students should be able to:

✓ Analyse a business situation and present data to decide about a specific scenario
✓ Examine the types of market research used in a business
✓ Plan and implement a market research activity to meet a specific objective
✓ Analyse and present market research findings
✓ Recommend how the process of market research could be adapted

Assessment

Students will be assessed formatively through completion of homework as well as through two pieces of coursework. This will be based upon a hypothesis "Does Ledbury have too many coffee shops"

Useful additional resources to support and challenge learning

Students are encouraged to follow the news and to use current business case studies to support their learning.