

## **Year 10 Business Summer Overview**

### **Summer Term curriculum**

During the summer term we will be studying the L03 and part of Lo4 components of the course in preparation for an external exam in January 2022. The topics covered consist of Product Life Cycle and how it can be extended. We will then move on to look at different advertising strategies. How a product or service differs from others, including those provided by competitors, will be considered. This will be used to consider how a firm creates a unique selling point which makes it stand out. The term continues with us looking at how a firm is affected by technological, social, legal and economic factors outside its control. Finally we will look at pricing strategies, methods of promotion and customer service.

Alongside our studies towards the exam we will be continuing to complete coursework, based upon the scenario of hats. This term this will include finalising market research and segmentation, as well as planning hat designs which could be used and reviewing the designs produced.

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

✓ List and explain the different stages of the product life cycle.
✓ Describe why firms need to have an extension strategy and explain some possible sources of these.
✓ Understand what is meant by a USP and explain how firms use these to differentiate their products
✓ List the external factors which affect a business and classify these into Political, Economic, Social, Technological, Legal and Ethical.
✓ Understand the difference between different pricing strategies and explain when each would be suitable.
✓ Apply knowledge of the business world to a range of customer service scenarios.

### **Assessment**

A test will take place at the end of each half term based upon the topics covered and personalised learning checklists will be completed to enable students to chart their progress.

Coursework will continue to be submitted as completed with tasks still to do/ improve made clear to students.

### **Useful websites to support and challenge learning**

- Keeping up to date with the news
- <https://www.bbc.co.uk/news> , <https://news.sky.com/uk>
- Enterprise and Marketing textbook, written by Tess Bayley. Students have their own copy of this book which should be brought to every lesson. <https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/textbooks/>
- Bbc bitesize <https://www.bbc.co.uk/bitesize/subjects/zpsvr82>