

Year 10 Business Autumn Overview

Autumn Term curriculum

Students will begin the term by building on prior knowledge learnt last year about Market Research and segmentation. Previously students have looked at what market segmentation is, including how the market can be segmented using income, lifestyle, age, gender, location and occupation.

Building upon the knowledge they gained in year 9, students will revisit market research including the different methods of primary and secondary research and the pros and cons of each. Students will look further into market research by researching the market for hats, looking at a potential design of their own and whether it has potential for success. Students will undertake their own market research and learn how to present, interpret and analyse their data fully. This module underpins essential knowledge required for the Key Stage 4 course and is examined in the exam at the end of the course as well as being an essential component of their coursework.

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

1. Market Research	1 – recall primary and secondary market research methods
	2 – effectively conduct primary and secondary market research
	3 – Analyse and interpret market research results electronically
2. Product lifecycle	1 – recall the 5 stages of the product life cycle from Year 9.
	2 – Explain each stage of the product life cycle (development, introduction, growth, maturity and decline)
3. Extension strategies	1 – Identify when to extend the product life cycle
	2 – Analyse how to extend the product life cycle
	3 - Explain advantages and disadvantages of extension strategies
4. Product Differentiation	1 – Recognise at least 5 types of advertising strategies
	2 - Explain the role of advertising for a business
	3 - Explain the benefits of advertising
	4 - Identify at least 4 methods of product differentiation
	5 - Analyse the importance of product differentiation
5. Product design techniques	6 – Identify a product's Unique Selling Point (USP)
	1 – recall SCAMPER model, mood board and mind map techniques from Year 9 for product creation
	2 – create at least 2 product designs for a given scenario and analyse the strengths and weaknesses of each
	3 – gather and respond to feedback on designs to improve initial idea
	5. External factors influencing production
2 - Explain technological factors	
3 - Explain economic factors	
4 - Explain legal factors	
5 - Analyse the impact of external influences on sales and success of launching a new product	

Assessment - Students will be assessed formatively through completion of homework as well as through coursework (R065 L01 & L02 components to be completed)

Useful websites to support and challenge learning

- Market research - <https://www.bbc.co.uk/bitesize/guides/z6y9rj6/revision/1>
- Seneca Homework - <https://www.senecalearning.com>
- Keeping up to date with the news is also very helpful. <https://www.bbc.co.uk/news>