

Year 10 Business Spring Overview

Spring Term curriculum

Students will begin the term by building on prior knowledge learnt last term about Market Research and segmentation. Previously students have looked at what is market segmentation, including how the market can be segmented using income, lifestyle, age, gender. Market research has been studied 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. Costings will be researched and break-even analysis carried out.

Building upon the knowledge they gained in year 9, 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.

In preparation for their exam in year 11 the product life cycle will be studied, including how these may be extended. Factors external to the business which affect the product life cycle will be considered and we will look at how a unique selling point can be created.

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

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| ✓ Select and justify the most appropriate market research tools for a specific scenarios. |
| ✓ Effectively conduct primary market research. |
| ✓ Effectively conduct secondary market research |
| ✓ Accurately interpret results and market research data and demonstrate that they can represent it in a variety of graphs and charts. |
| ✓ Understand what is meant by the product life cycle and analyse product life cycles for different businesses |
| ✓ Understand what is meant by a USP and consider how a business may develop this. |

Assessment

Students will be assessed formatively through completion of homework as well as through coursework(R065 L01, L02 & L03 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> , <https://www.bbc.co.uk/newsround>