

Year 10 – November to December

Week 1	<ul style="list-style-type: none"> - Identifying and understand what customer needs are - the importance of identifying and understanding customers 	<ul style="list-style-type: none"> - To understand the purpose of market research - To begin to develop an understanding of primary market research methods. 	<ul style="list-style-type: none"> - To further develop an understanding of primary market research methods and their use within a business situation.
Week 2	<ul style="list-style-type: none"> - To practice the application of knowledge on primary market research methods to different business situations. 	<ul style="list-style-type: none"> - To develop an understanding of secondary market research methods and their use within a business situation. - To practice the application of knowledge on secondary market research methods to different business situations. 	<ul style="list-style-type: none"> - To understand the use of data in market research including qualitative and quantitative data.
Week 3	<ul style="list-style-type: none"> - To understand the role of social media in collecting market research data. - To understand the importance of the reliability of market research data 	<ul style="list-style-type: none"> - To apply their knowledge gained on market research to a particular business situation. - To practice the use of interpreting data from market research to make business decisions. 	<ul style="list-style-type: none"> - To undertake primary and secondary market research project to consolidate and apply the knowledge gained in lessons to their own business ideas (developed in half-term 1)
Week 4	<ul style="list-style-type: none"> - To undertake primary and secondary market research project to consolidate and apply the knowledge gained in lessons to their own business ideas (developed in half-term 1) 	<ul style="list-style-type: none"> - To undertake primary and secondary market research project to consolidate and apply the knowledge gained in lessons to their own business ideas (developed in half-term 1) 	<ul style="list-style-type: none"> - To undertake primary and secondary market research project to consolidate and apply the knowledge gained in lessons to their own business ideas (developed in half-term 1)
Week 5	<ul style="list-style-type: none"> - To undertake primary and secondary market research project to consolidate and apply the knowledge gained in lessons to their own business ideas (developed in half-term 1) 	<ul style="list-style-type: none"> - To undertake primary and secondary market research project to consolidate and apply the knowledge gained in lessons to their own business ideas (developed in half-term 1) 	<ul style="list-style-type: none"> - To understand the concept of market segmentation and its use to target customers. - To identify the different methods of market segmentation used by businesses.
Week 6	<ul style="list-style-type: none"> - To understand the use of market mapping to identify a gap in the market 	<ul style="list-style-type: none"> - To understand the methods businesses will use to analyse their competition and the effect competition has on business decision making. 	<ul style="list-style-type: none"> - To apply the concepts of market segmentation, market mapping and competitor analysis to their own business ideas.

Year 10 GCSE Business

	- To understand how businesses can analyse their competition and the effect of this on the success of a business start-up.		
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