

Year 10 – April – May

Week 1	<p>To understand the Factors influencing business location, including:</p> <ul style="list-style-type: none"> - proximity to: market, labour, materials and competitors - nature of the business activity - the impact of the internet on location decisions: - e-commerce and/or fixed premises. 	<ul style="list-style-type: none"> - To understand the importance of the marketing mix to business success - To understand the importance of the Product and its design within the marketing mix 	<ul style="list-style-type: none"> - To understand the methods of revision that can be completed. - To undertake individualised revision of key topics based on their identified knowledge weaknesses from PAZ 2 and a self-reflection of their understanding of the theory to date.
Week 2	<ul style="list-style-type: none"> - To understand the different pricing strategies that business use to determine the price of products. - To understand the link between the product, added value and pricing strategies. 	<ul style="list-style-type: none"> - To understand the different pricing strategies that business use to determine the price of products. - To understand the link between the product, added value and pricing strategies. 	<ul style="list-style-type: none"> - To understand the methods of revision that can be completed. - To undertake individualised revision of key topics based on their identified knowledge weaknesses from PAZ 2 and a self-reflection of their understanding of the theory to date.
Week 3	<ul style="list-style-type: none"> - To understand the different methods that businesses can use to promote a business. - To discuss the advantages and disadvantages of the different promotional methods businesses can use. 	<ul style="list-style-type: none"> - To understand the different methods that businesses can use to promote a business. - To discuss the advantages and disadvantages of the different promotional methods businesses can use. 	<ul style="list-style-type: none"> - To understand the methods of revision that can be completed. - To undertake individualised revision of key topics based on their identified knowledge weaknesses from PAZ 2 and a self-reflection of their understanding of the theory to date.
Week 4	<ul style="list-style-type: none"> - To understand the role of place in the marketing mix and how it integrates with the other elements. 	<ul style="list-style-type: none"> - To understand how the elements of the marketing mix work together: - balancing the marketing mix based on the competitive environment. - the impact of changing consumer needs on the marketing mix. - the impact of technology on the marketing mix: e-commerce, digital communication. 	<ul style="list-style-type: none"> - To understand the methods of revision that can be completed. - To undertake individualised revision of key topics based on their identified knowledge weaknesses from PAZ 2 and a self-reflection of their understanding of the theory to date.

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Week 5	<ul style="list-style-type: none"> - To understand how the elements of the marketing mix work together: - balancing the marketing mix based on the competitive environment. - the impact of changing consumer needs on the marketing mix. - the impact of technology on the marketing mix: e-commerce, digital communication. 	<ul style="list-style-type: none"> - To identify the different information that would be in a business plan. - To understand the role and importance of a business plan in minimising risk and obtaining finance. 	<ul style="list-style-type: none"> - To understand the methods of revision that can be completed. - To undertake individualised revision of key topics based on their identified knowledge weaknesses from PAZ 2 and a self-reflection of their understanding of the theory to date.
Week 6	<ul style="list-style-type: none"> - To identify the different stakeholders and their main objectives 	<ul style="list-style-type: none"> - To understand how stakeholders are affected by business activity. - To understand how stakeholders impact business activity - To understand the possible conflicts between stakeholder groups. 	<ul style="list-style-type: none"> - To understand the methods of revision that can be completed. - To undertake individualised revision of key topics based on their identified knowledge weaknesses from PAZ 2 and a self-reflection of their understanding of the theory to date.