

Year 10 – November - 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.
Important information	HW – Academic reading – High 5 strategy IS – GCSE Pod / Bizzwizzard		
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.
Important information	HW – Academic reading – High 5 strategy IS – GCSE Pod / Bizzwizzard		
Week 3	<ul style="list-style-type: none"> - To understand and apply data in market research to a business situation including qualitative and quantitative data. 	<ul style="list-style-type: none"> - To understand and apply data in market research to a business situation including qualitative and quantitative data. 	<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
Important information	FA – Application and use of market research in differing business situations HW – Academic reading – High 5 strategy IS – GCSE Pod / Bizzwizzard		
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)
Important information	Hw – HW – Academic reading – High 5 strategy IS – GCSE Pod / Bizzwizzard		

AR – Academic Reading
 HW – Homework

IS – Independent study
 FA – Formative assessment

Year 10 GCSE Business

Week 5	- 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)	- 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)	- 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)
Important information	HW – Academic reading – High 5 strategy IS – GCSE Pod / Bizzwizzard	-	-
Week 6	- To understand the use of market mapping to identify a gap in the market	- To understand the methods businesses will use to analyse their competition and the effect competition has on business decision making.	- To apply the concepts of market segmentation, market mapping and competitor analysis to their own business ideas.
Important information	HW – Academic reading – High 5 strategy IS – GCSE Pod / Bizzwizzard		
Week 7	Formative assessment of knowledge gained to date	Review of formative assessment of knowledge gained to date to include progression of knowledge and skills.	Review of formative assessment of knowledge gained to date to include progression of knowledge and skills.
Important information	IS – GCSE Pod / Bizzwizzard		

AR – Academic Reading
HW – Homework

IS – Independent study
FA – Formative assessment