

**Year 10 – April – May**

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

Year 10 GCSE Business

Week 5	<ul style="list-style-type: none"> <li>- To understand how the elements of the marketing mix work together:</li> <li>- balancing the marketing mix based on the competitive environment.</li> <li>- the impact of changing consumer needs on the marketing mix.</li> <li>- the impact of technology on the marketing mix: e-commerce, digital communication.</li> </ul>	<ul style="list-style-type: none"> <li>- To identify the different information that would be in a business plan.</li> <li>- To understand the role and importance of a business plan in minimising risk and obtaining finance.</li> </ul>	<ul style="list-style-type: none"> <li>- To understand the methods of revision that can be completed.</li> <li>- 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.</li> </ul>
Week 6	<ul style="list-style-type: none"> <li>- To identify the different stakeholders and their main objectives</li> </ul>	<ul style="list-style-type: none"> <li>- To identify the different stakeholders and their main objectives</li> <li>- To demonstrate through application of knowledge on different business situation the importance and impact of stakeholders on decision making.</li> </ul>	<ul style="list-style-type: none"> <li>- To understand the methods of revision that can be completed.</li> <li>- 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.</li> </ul>
Week 7	<ul style="list-style-type: none"> <li>- To understand how stakeholders are affected by business activity.</li> <li>- To understand how stakeholders impact business activity</li> <li>- To understand the possible conflicts between stakeholder groups.</li> </ul>	<ul style="list-style-type: none"> <li>- To understand how stakeholders are affected by business activity.</li> <li>- To understand how stakeholders impact business activity</li> <li>- To understand the possible conflicts between stakeholder groups.</li> </ul>	<ul style="list-style-type: none"> <li>- To understand the methods of revision that can be completed.</li> <li>- 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.</li> </ul>