| **Year 10 Term 2 - Business** | Our mission is to stimulate and challenge our students to excel and provide a desire for lifelong learning and pursue careers in the world of Business, Computing, and ICT. |
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| **Enquiry Questions: Is market research important for a business to succeed?** |
| **Component 1: Exploring Enterprises**In this unit, you will explore how enterprises use market research to find out about their customer needs and competitor behaviour as well as how internal and external factors may affect enterprises.  |
| **Knowledge**Students will know about… | **Application/Skills**Students will be able to… | **Vocabulary** | **Home Learning** | **Assessment** | **Extra Resources****Extended Reading** | **Cultural Capital** |
| 1. Understanding competitor behaviour
2. Suitability of market research methods
3. PEST (Political, Economic, Social, Technological) analysis
4. SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis

  | Recommendations for alternative primary and secondary methods are fully appropriate andfully supported in how they will help to gain further information about their customer needs and competitor behaviour.Application of knowledge and understanding of the PEST factors. Judgements about the strengths, weaknesses, opportunities and threats faced by the selected enterprise. | * Competitive advantage
* Market research
* Sample size, sampling, validity, reliability
* Situational analysis
* PEST analysis, including: taxation, consumer confidence, growth/recession, unemployment, interest rates, inflation, consumer behaviour, trends
* SWOT analysis
 | Knowledge- based questionsSeneca – to consolidate learning. | Mock assessment style questions.Completing coursework: deadlines for coursework submissions as per assessment plans  | BBC NewsEconomistCity AM newspaperFinancial Times  | How do e-commerce businesses conduct their market research? |