| Year 10 Term 2 - Business | In Business and Economics 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, Economics and ICT. | | | | | |
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| **Enquiry Questions: Is market research important for a business to conduct in order to succeed?** | | | | | | |
| **Unit title: Spotting a business opportunity**  You will have an opportunity to analyse the methods businesses use to identify what customers needs and wants are. You will also learn to recognise the importance of recognising your competition before products are created and launched. | | | | | | |
| **Knowledge**  Students will know about… | **Application/Skills**  Students will be able to… | Vocabulary  *(Tier 2 and 3)* | Home Learning | Assessment | Extra Resources  Extended Reading | Cultural Capital |
| Market research  Market segmentation.  .  Market mapping | Understand the difference between qualitative and quantitative research  Different methods of collecting market research  Difference between primary and secondary research  How to judge whether the research collected is reliable or valid  Analyse information from surveys or questionnaires and conclude  How and why markets are segmented  Explain what is a market map  Explain the purpose of a market map  Explain what a gap in a market is | Primary research.  Secondary research.  Qualitative data.  Quantitative data.  Focus groups  Target audience | Answering exam style questions.  Working through worksheets and case studies to develop business context. | Improve quality of writing by practicing writing essays to improve academic literacy.  Termly assessments covering what they have learnt  MCQs | BBC News  The Guardian  Channel 4 News  City AM newspaper | Why is customer feedback significant to a business such as Asos? |
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