| 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 ResourcesExtended Reading | Cultural Capital |
| Market researchMarket segmentation..Market mapping | Understand the difference between qualitative and quantitative researchDifferent methods of collecting market researchDifference between primary and secondary researchHow to judge whether the research collected is reliable or validAnalyse information from surveys or questionnaires and concludeHow and why markets are segmented Explain what is a market mapExplain the purpose of a market mapExplain 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 learntMCQs | BBC NewsThe Guardian Channel 4 NewsCity AM newspaper | Why is customer feedback significant to a business such as Asos? |
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