

Sets (s): JSH

Autumn B – Lp2



Ysgol Uwchradd  
Prestatyn  
High School

YEAR 10BBU1

SUBJECT Business Studies



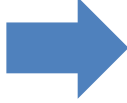
Knowledge Focus: Marketing and Business Activity

**This half term : Skills, Knowledge and Understanding to be developed:**

Working towards developing knowledge on exams topics marketing and business activity

**Key Terms to be learned this half term:**

Market segmentation, primary and secondary research, quantitative and qualitative research, field and desk research, Entrepreneur, primary, secondary, tertiary, capital, the competitive environment, the dynamic environment, functional areas, human resources, operations, marketing, purchasing, administration.

<p><b>Week 1 and 2 Learning Objectives etc:</b></p> <ul style="list-style-type: none"> <li>The purpose and importance of carrying out market research</li> <li>Distinguish between primary (field) and secondary (desk) research</li> <li>The methods of primary and secondary research</li> <li>The advantages and disadvantages of carrying out primary and/or secondary research for different businesses in different contexts and scenarios</li> <li>Distinguish between qualitative and quantitative market research data</li> <li>Interpret, analyse and evaluate marketing research data to solve problems and inform business decisions</li> </ul> <p><b>Literacy Focus: Use a variety of strategies and resources to spell familiar and unfamiliar vocabulary correctly and subject specific words correctly.</b></p>	 <p><b>Objective assessments:</b></p> <p>GCSE Exam question</p>	<p><b>Homework:</b></p> <p>Create own questionnaire – forms</p> <p>Exam question</p>
<p><b>Week 3 and 4 Learning Objectives etc:</b></p> <ul style="list-style-type: none"> <li>Identify and describe the key features or functions of different legislation in relation to marketing activities such as Health and Safety, ASA, copyright and patents</li> <li>To understand the role of the entrepreneur in business activity and assisting business start-up</li> <li>To identify the characteristics of an entrepreneur</li> <li>To identify the motives of entrepreneurs</li> <li>Identify and explain the rewards and risks of being an entrepreneur.</li> <li>Watch an episode of Dragon’s Den – what skills do the entrepreneurs possess</li> </ul>	 <p><b>Objective assessments:</b></p> <p>GCSE Exam question <b>GPSH – WG7c – Produce fluent and legible handwriting.</b></p> <p><b>Language – WL2 – Use technical terms, language and expression consistent with the subject content – assessed in work</b></p>	<p><b>Homework:</b></p> <p><b>My chosen entrepreneur</b></p>
<p><b>Week 5 and 6 Learning Objectives etc:</b></p> <ul style="list-style-type: none"> <li>To understand how the competitive environment impacts businesses <ul style="list-style-type: none"> <li>Suggest how a business can be affected by the changing business environment e.g. dynamic business environment</li> <li>Demonstrate knowledge of what a business is, why and how businesses start</li> <li>To identify the advice and help available to business start-ups</li> </ul> </li> </ul>	 <p><b>Objective assessments:</b></p> <p>GCSE Exam question <b>GPSH – WG7c – Produce fluent and legible handwriting.</b></p> <p><b>Language – WL2 – Use technical terms, language and expression consistent with the subject content – assessed in work</b></p> <p>SA</p>	<p><b>Homework:</b></p> <p><b>Exam question</b></p> <p><b>Research task – how COVID impacted businesses</b></p>

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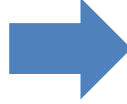


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- Define the three sectors of industry and give examples of businesses that operate in each sector
- Outline the four factors of production

**Week 7 and 8 Learning Objectives etc:**

- Explain how the scale of the business will affect the way in which businesses operates.
- Identify the functional areas and types of business
  - Explain how functional areas interrelate together
- Christmas business activities



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